

# THE Lanthim Idea

AUGUST  
1931



NEW CATALOG  
NUMBER





2352

## Occasional Table

2352  
With  
**\$8**  
Pur. or  
Cpns.

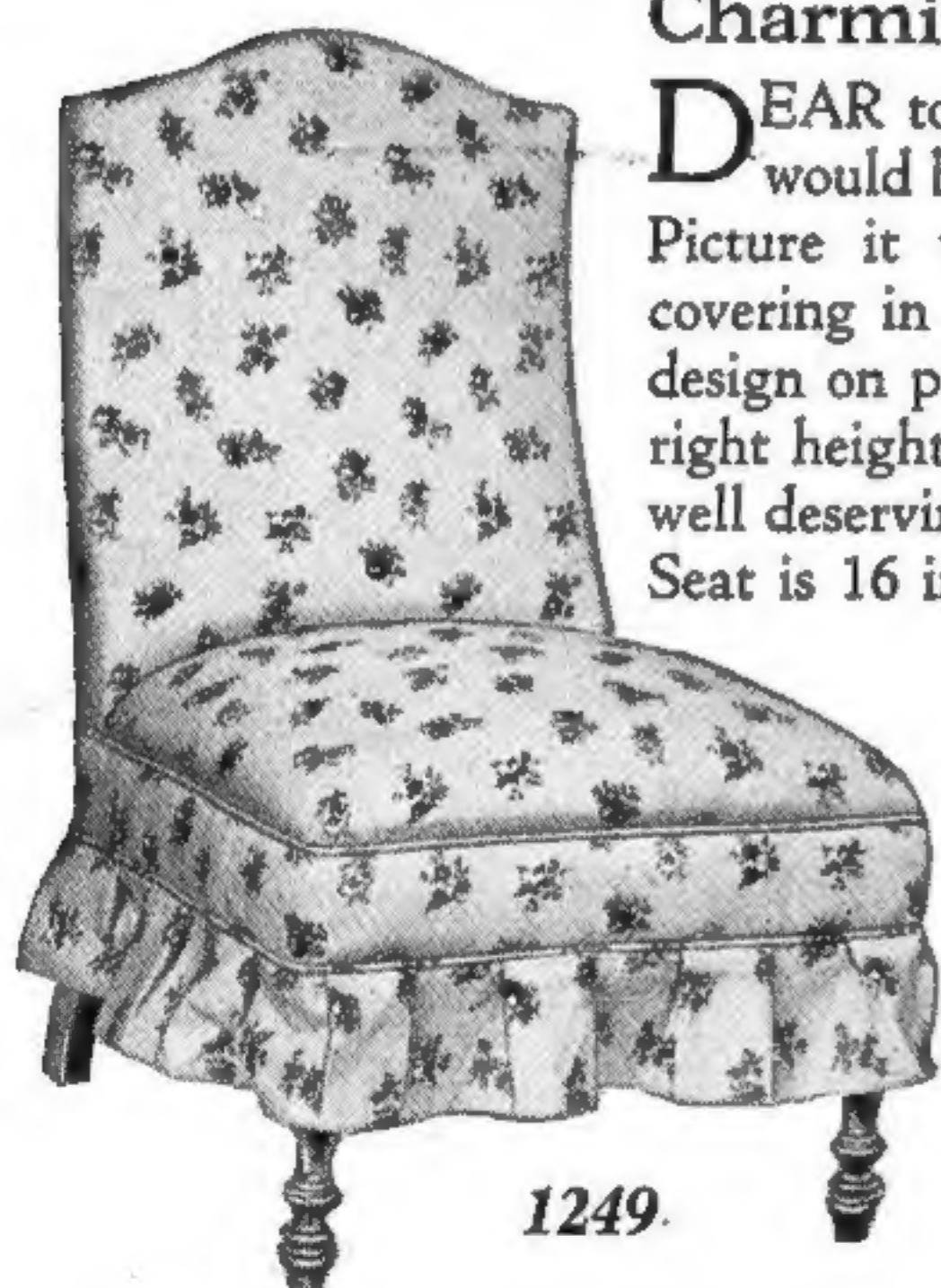
**Y**OU will love this shapely occasional table with its dull, imitation American walnut finish. Note the molded edges of the 23-in. octagonal top. Note, too, the beautifully turned legs. Moreover, it is just the ideal size for use in living-room, den, music room or hallway. 30 in. high. Shpg. wt. 16 lbs.

## Charming Slipper Chair

**D**EAR to the heart of any woman would be this pretty slipper chair. Picture it with its attractive chintz covering in rose, pink and blue floral design on peach background. Just the right height, too, for the boudoir . . . well deserving its title of slipper chair. Seat is 16 in. deep, 19½ in. wide, 14 in. high. The high back is 18½ in. from seat.

1249 **\$15** Pur. or  
With Cpns.

Shpg. wt.  
39 lbs.



1249



## Smartly Decorated Loom-Woven Fibre

**P**ICTURE either this loom-woven chair or rocker, or even better both, in your home. Imagine their attractiveness in a tan shade with decorations of black and red on back and front and colorful seat cushions of pretty floral design cretonne to harmonize. These cushions, by the way, are auto type spring seats 19 in. wide, 18½ in. deep. Back of chair and rocker 18 in. from seats.

**Rocker 1368**  
Shpg. wt. 22 lbs.  
With **\$20** Purchase or  
Coupons

**Chair 1396**  
Shpg. wt. 21 lbs.  
With **\$20** Purchase or  
Coupons



You'll make no mistake in selecting this perfectly matched chair and rocker for your living-room.

# New FURNITURE features the FALL CATALOG!



## Fiddle-Back Windsor Chair

**A**BSOLUTELY authentic in design. A faithful copy of a fine colonial windsor chair. Therefore, a smart addition to the tasteful furnishings of the modern American home. Made of hardwood, finished in dull American walnut.

2044 **\$8** Pur. or  
With Cpns.



Saddle seat, 15½ in. wide; 14½ in. deep. Back, 18 in. high from seat. Shpg. wt. 12 lbs.





*The new  
Larkin  
Catalog  
NOW  
READY!*

See all  
the startling  
Price Reductions

**There's a Fall-and-Winter Larkin Book  
for each of your Club members and  
customers . . . . . HOW MANY SHALL WE SEND?**

**T**AKE the next order blank you will use! Mark on it right now the quantity of Larkin Catalogs you can profitably use. Of course, you will supply all your Club members . . . your Pantry customers . . . the new friends who will form your extra Christmas Club. Larkin Co will gladly provide you with all the catalogs that you can distribute wisely and well in your community.

New low prices distinguish this Larkin Catalog! New offers make this book of bargains more attractive than ever. Remember, it is the Larkin store in which your friends and neighbors may shop and save. It is your pathway to new friends and new customers. Get the Larkin books you need early. Be the first to supply your friends! Be the first to get their Larkin orders!





# A Larkin “Huddle”

F. B. Frazee

Dresses and drap'ries, hand bags and hose,  
Linen and lamps . . . yes goodness all knows  
All the wonderful things in the new Larkin book.  
How fast come the smiles at the very first look!

Heads all together the bargains to scan,  
Heads all together a new Club to plan!  
They “huddle” in football the signals to say.  
But a real Larkin “huddle” is the kind that will pay!





**"HAPPY DAYS ARE HERE AGAIN"**

**The NEW LARKIN CATALOG**  
*brings Lowest Prices*  
*in years—*

by  
**D. A. THOMAS,**  
Catalog Editor

*Editor's Note: Twice a year it is our good fortune to have a little glimpse of the new catalog from the pen of our catalog editor. One who has worked for months so intimately with our new book certainly can give us a "close-up" of it that is well worth reading and passing on to Club members and customers.*

*"Happy Days Are Here Again!" Not in years have Larkin prices been so low. Some things actually never before sold for so little. Here, truly, is great news. For scores upon scores of Larkin Products now cost no more—often less—than articles of like quality in stores. And every Larkin purchase brings a Premium—something to show for your money! This is the wonderful message the new Larkin Catalog for Fall and Winter brings, giving it the greatest interest of any Catalog in years.*

*Lowest Prices in History*

*Larkin Cleanser, Maid o' the Mist Flakes, Guest Maid o' the*





# Page after Page offers — GREATER VALUES than Ever —

**POPULAR LARKIN PRODUCTS at the Lowest Prices in History!**

**LARKIN CLEANSER**  
A 1 POUND PACKAGE  
IN CASES  
24 PACKS  
WITH PREMIUM

**LARKIN CLEANSER**  
MIST FLAKES  
BORAXINE  
SOAP CHIPS  
HONOR WHITE  
NAPHTHA SOAP  
— all  
never before  
sold for so  
little!

**AND EVERY DAY**

Mist, Boraxine, Soap Chips and Honor White Naphtha Soap are at the lowest prices in history. Old English Soap, 20% lower, is the greatest toilet soap value in the Catalog. Many other favorites have been sharply reduced. Macaroni, Noodles, Spaghetti and Tea are lower, to mention the most important slashes in the food section.

## A Marvelous Gift Package

A great big value in beauty requisites you need and use every day is offered as a Catalog 106 Special. One each of Witch Hazel Vanishing Cream, Orange Blossom Talcum Powder, Skin Freshener, Egg Shampoo and Fioret Face Powder—a \$3.25 value—are yours in a beautiful gift package—for only \$2 with Premium. And to keep the charm of youth in your complexion, you are given a complete but simple beauty treatment by which Larkin Creams will help you to have the charm of a radiant complexion.

## New Products, Too

Sometimes, instead of reducing the price, we have improved the Product. In the new Eudentine, for example, you will find an anti-septic that kills germs in five seconds—the equal in every way of any similar product made and costs much less. Larkin Clean-It and Dry Cleaning Soap are two new Products that enable you to do your dry-cleaning safely and cheaply.

Fashions hold ever-growing interest, both because of their charm and value. Read all about the dresses, both Product and Premium offers, in Miss Edna J. Long's monthly fashion

(Continued on page 24)

**LOVELY LARKIN PREMIUMS that PICTURES**

Picture add to the joy of home and give the children something to treasure. Each picture is a masterpiece of art and is a valuable addition to your home. The pictures are sold for so little that you can afford to buy a complete set for your home.

**"Old Ironsides"**  
This picture, which depicts the great ship, is a masterpiece of art and is a valuable addition to your home. The picture is sold for so little that you can afford to buy a complete set for your home.

**"Poppies"**  
This picture, which depicts a field of poppies, is a masterpiece of art and is a valuable addition to your home. The picture is sold for so little that you can afford to buy a complete set for your home.

**"Garden Scene"**  
This picture, which depicts a garden scene, is a masterpiece of art and is a valuable addition to your home. The picture is sold for so little that you can afford to buy a complete set for your home.

**"Hunter's Paradise"**  
This picture, which depicts a hunter in a paradise, is a masterpiece of art and is a valuable addition to your home. The picture is sold for so little that you can afford to buy a complete set for your home.

**"The House by the Side of the Road"**  
This picture, which depicts a house by the side of the road, is a masterpiece of art and is a valuable addition to your home. The picture is sold for so little that you can afford to buy a complete set for your home.

**"Trees"**  
This picture, which depicts a forest scene, is a masterpiece of art and is a valuable addition to your home. The picture is sold for so little that you can afford to buy a complete set for your home.

**"Home"**  
This picture, which depicts a home, is a masterpiece of art and is a valuable addition to your home. The picture is sold for so little that you can afford to buy a complete set for your home.

**"It Couldn't Be Done"**  
This picture, which depicts a scene where something couldn't be done, is a masterpiece of art and is a valuable addition to your home. The picture is sold for so little that you can afford to buy a complete set for your home.

**MOTTOES**  
These beautiful, inspiring mottoes are given to you and your children. They are a valuable addition to your home and are sold for so little that you can afford to buy a complete set for your home.

**Larkin Offers BIG VALUES in LOVELY GIFTS**

**A PREMIUM WITH EVERY PURCHASE**

**LOOK AT THESE PREMIUMS ANY OF WHICH IS YOURS WITH AN \$8 PURCHASE OF COUPONS**

**Smoking Cabinet**  
This is a new and beautiful smoking cabinet. It is made of the finest materials and is a valuable addition to your home. It is sold for so little that you can afford to buy a complete set for your home.

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This is a new and beautiful smoking cabinet. It is made of the finest materials and is a valuable addition to your home. It is sold for so little that you can afford to buy a complete set for your home.

**"Happy Days are here, again"**



**(Sample Order No. 1)****(Printed in June Larkin Idea)**

	Larkin "with Premium" Price	Store Price
3 pkgs. Boraxine	\$ .24	\$ .24
3 Cleanser	.24	.24
10 bars Sweet Home Soap	.55	.55
<b>Total</b>	<b>\$1.03</b>	<b>\$1.03</b>

**(Sample Order No. 2)****(Printed in July Larkin Idea)**

	Larkin "with Premium" Price	Store Price
1 Furniture Polish	\$ .25	\$ .25
1 Silver Polish (Paste)	.20	.30
1 Orange Blossom Talcum	.25	.25
1 Antacid Tooth Paste	.30	.35
<b>Total</b>	<b>\$1.00</b>	<b>\$1.15</b>

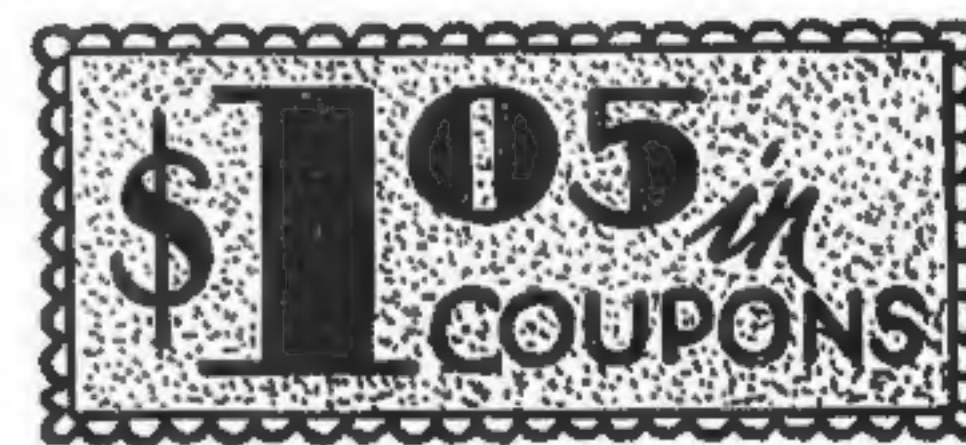
**SAMPLE  
CLUB —  
MEMBER'S  
ORDER  
No 3**

	Larkin "with Premium" Price	Store Price
1 Egg Shampoo	\$ .40	\$ .45
1 Cold Cream	.35	.35
1 Shaving Cream	.30	.35
<b>Total</b>	<b>\$1.05</b>	<b>\$1.15</b>

**\$1.05 can buy  
\$2.10 WORTH of  
MERCHANDISE**

*the Larkin way~*

**AT LARKIN CO.  
YOUR \$1.05 BUYS  
THESE PRODUCTS  
AND YOU ALSO  
GET**



*Note: This \$1.05 in Larkin Coupons will buy — at any time — another \$1.05 worth of Larkin goods at "with Premium" prices.*

**M**AKING \$2 do the work of \$1 is the Larkin way of shopping. That is what your friends do when they become members of your Larkin Club.

In the June and July Larkin Ideas, we pictured what your Club Members might include in their first and second orders. These orders showed how they could buy \$2 worth of Larkin merchandise for \$1.

We have again listed them above and we have also pictured Sample Club Member's Order No. 3. If each of your Club Members were to give you (as their Club order for one month) an order for 1 bottle of Larkin Egg Shampoo, 1 2-oz. jar of Larkin Cold Cream and 1 tube of Larkin Shaving Cream, they would pay \$1.05. In addition to the merchandise ordered, they would receive \$1.05 in Larkin Coupons, or, a \$1.05 Coupon share toward a Larkin Premium. So you see their money would really be buying twice as much!

If they bought this same merchandise (that is, the same quality and the same number of ounces) at their local stores, they would pay \$1.15. It would cost them 10c more and they would get nothing in addition. The local stores would give them no Premium.

**IT PAYS!**

Surely it pays your Club Members to buy from Larkin through your Club. It pays you to buy from Larkin, for in addition to saving money on your everyday household needs, you can, by running a Larkin Club of 10, receive \$25 in Larkin Coupons.

Then, too, if you start an extra Club now, we will give you for only 59c, a novel Spinning Wheel Lamp No. 2189.

(See offer on page 7.) Why not start your extra Club this month?

**AT THE STORES  
YOUR \$1.05 BUYS  
PRODUCTS LIKE THESE**

**BUT YOU GET**

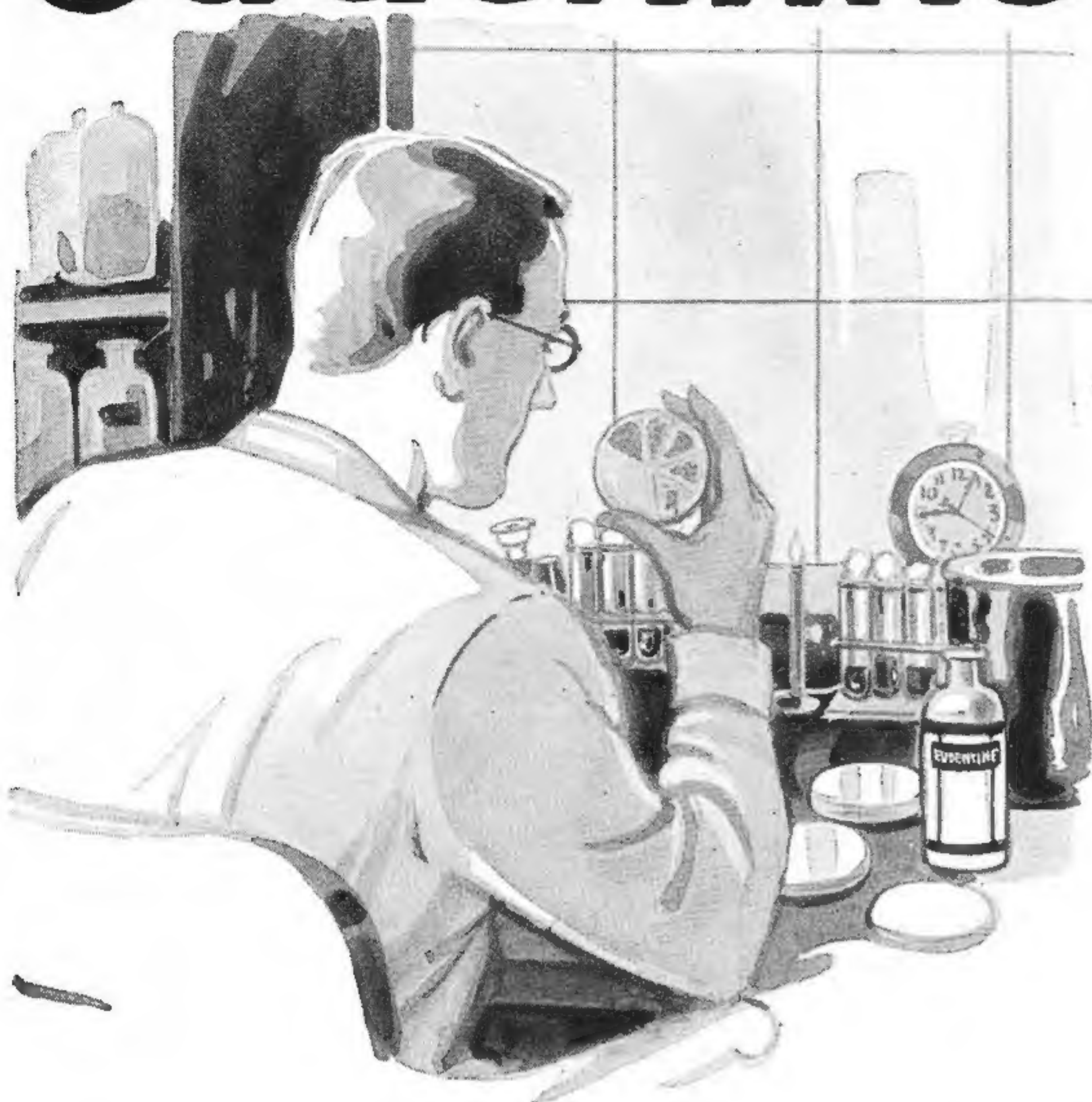
*nothing*

**IN ADDITION!**



# Eudentine — a TRIUMPH

## OF THE LARKIN LABORATORIES



There is no mystery about antiseptics. The most any antiseptic can accomplish is to kill the germs that it can properly contact. No antiseptic can be expected to contact all the germs that might possibly be present in the nasal and throat cavities. The mouth and nose are the portals of entry of many infectious

diseases. By a proper use of Eudentine the possibilities of such infections may be materially reduced. Even after an infection has taken place, a continued use of Eudentine will materially reduce the number of germs, and therefore reduce the amount of toxins flowing into the system as a result of their growth.

**O**UTSTANDING as Eudentine has been throughout the years as an ideal mouth-wash, deodorant and antiseptic solution, the Larkin laboratories now announce an even greater triumph with this remarkable germicide. Under exacting bacteriological tests a Eudentine even swifter in its deadly destruction of germs now goes on the market.

This Eudentine, under the observing eye of the biological chemist, has been found to kill within five to fifteen seconds the following germs in a one to three dilution:

- Micrococcus Aureus (Pus Germs)
- Streptococcus Hemolyticus
- Pneumococci (Pneumonia Type III)
- Bacillus Friedlander (Pneumonia)
- Influenza Bacillus (Pfeiffer's)
- Diphtheria Bacilli
- Bacillus Typhosus (Typhoid)
- Bacillus Pertussis (Whooping Cough)
- Meningococcus (Meningitis)
- Micrococcus Catarrhalis

Eudentine full strength killed the very resistant *Bacillus Pyocyanus* and *Bacillus Anthrax* in five to fifteen seconds.

## Directions for Use of Eudentine

Eudentine should be in every home medicine cabinet, as well as the traveling kit. Adults as well as children will find it pleasant to use, and should cultivate the daily habit of gargling the throat and rinsing the mouth with Eudentine diluted with one to three parts of warm water, or full strength if desired.

**For Hoarseness and Minor Irritations of the Throat:** Use it as a gargle full strength, or diluted with an equal part of warm water.

**For the Nose:** Dilute it with two to three parts of warm water and

use with medicine dropper or hard rubber atomizer.

**For Intense Itching and Smarting of the Skin, resulting from Mosquito Bites, Insect Bites and simple Local Rash:** Sponge the affected parts with a small pad of absorbent cotton saturated with Eudentine.

**For removing Loose Dandruff and Stimulating Scalp:** Use Eudentine full strength, massaging scalp vigorously.

**For Small Cuts, Scratches:** Use Eudentine full strength to avoid infection and promote healing.

**After Shaving:** Its use allays irritation and leaves the skin stimulated and refreshed.

**As a Deodorant:** Eudentine removes disagreeable odors of perspiration. Imparts a cleansing and refreshing odor when sprayed into the atmosphere of the sick room, telephone receiver and mouthpiece.

**After Smoking:** Rinse the mouth with Eudentine. It refreshes the mouth and sweetens the breath.

Eudentine diluted with four parts of warm water will be found excellent for feminine hygiene.



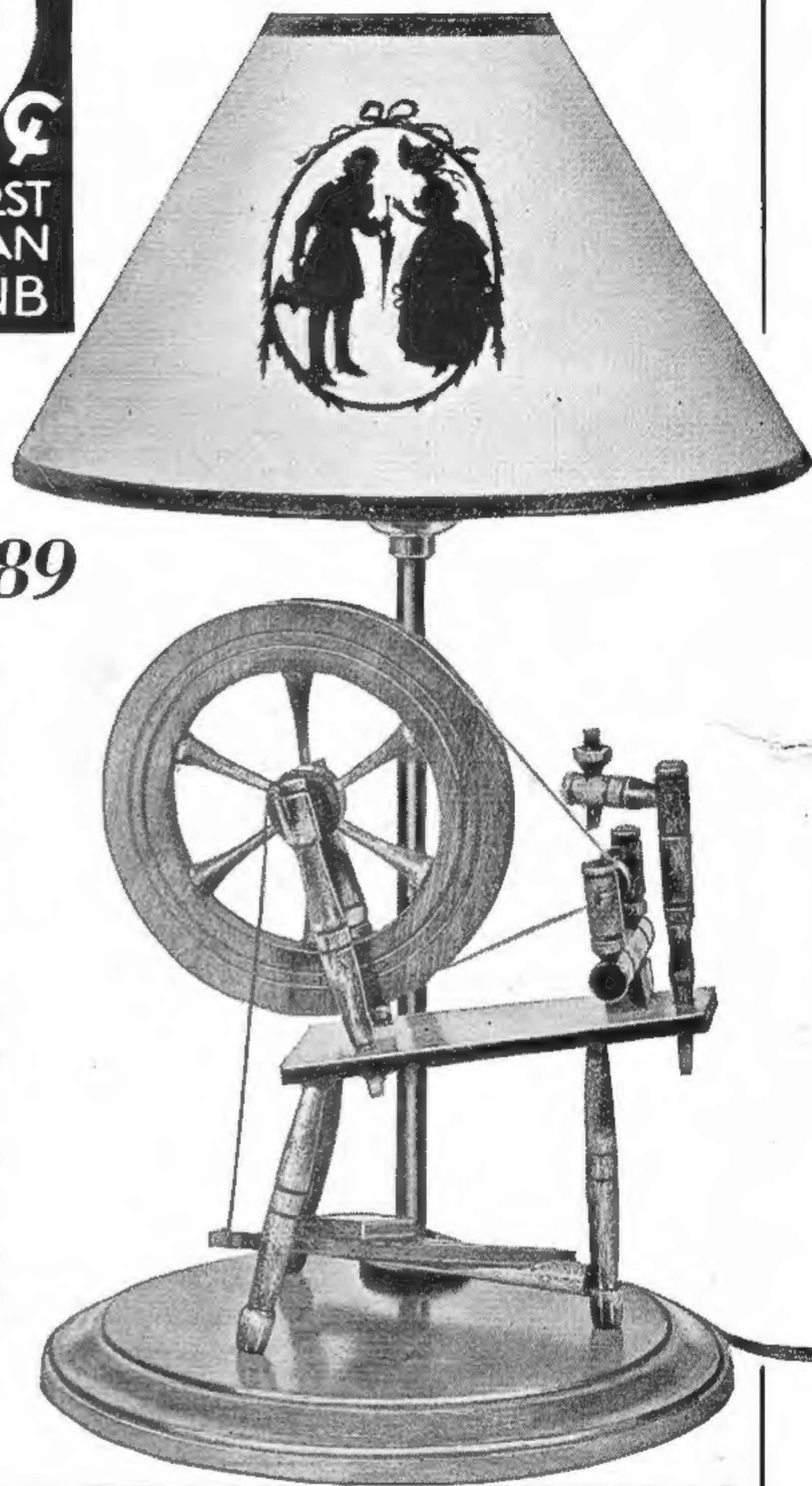


# GREAT EXTRA-REWARD OFFER

## THIS CHARMING SPINNING WHEEL LAMP.

*EACH new catalog season brings a new Extra Reward Offer for additional Clubs. Here's our choice for the fall of 1931! Isn't it lovely? And, good Secretary friends, its price with the first order of an extra Club is almost ridiculous, for here is a real lamp of goodly proportions which would sell in the stores for five or six times our price.*

**59¢**  
WITH THE FIRST  
ORDER OF AN  
EXTRA CLUB



### Start Your Extra Club Now!

### Own Spinning Wheel Lamp 2189

WHERE is the woman who wouldn't love to possess this quaint spinning wheel lamp...a lamp with all the charm and grace of early colonial days. Picture it on your living-room table or perhaps giving a decorative touch to a hall or den. With what exclamation of pleasure and appreciation your friends would pause to admire it.

And remember this lamp is not a little novelty lamp. It is a generously sized, extremely handsome table lamp, 17 in. high, with base 9 in. x 7 in. The lamp itself is a real working model and a copy of an antique spinning wheel in wood, finished in walnut. The treadle operates the drive wheel and the belt turns the spindle.

Note how lamp is mounted on a beautiful, oval, walnut finished base. And just the ideal shade has been chosen...parchment with decorative figures reminiscent of the colonial period. It is indeed a lamp well worth starting an extra Club at once to possess.

### ROLL OF CLUB MEMBERS

*Larkin Co Inc.*

I wish to take advantage of your Special Extra Reward Offer for the prompt organization of an Extra Club.  
(Check in the square the Extra Reward you prefer.)

- ☐ Please send me my Lamp No. 2189.  
☐ Instead of the Lamp, please send me \$2 in Larkin Coupons.

SECRETARY.....  
ADDRESS.....

Member No. 1.....  
Address.....  
Member No. 2.....  
Address.....  
Member No. 3.....  
Address.....  
Member No. 4.....  
Address.....  
Member No. 5.....  
Address.....  
L.I. CLUB

Member No. 6.....  
Address.....  
Member No. 7.....  
Address.....  
Member No. 8.....  
Address.....  
Member No. 9.....  
Address.....  
Member No. 10.....  
Address.....



# FASHION - Pages torn from the NEW

**A**FTER all, what interests woman more than clothes? "More clothes" would seem a foolish answer but there's much truth in it, nevertheless.

These pages show how easy it is to have "more clothes" and what they should be.

Colors are brighter. Prints are varied and there are as many different styles as there are figures.

A few are tweed effects very similar to the silk-and-wool travel tweeds that are creating such a furore. There are wools, silks, rayons, georgette and cottons.

There's the two-piece and three-piece suit, all sorts of collars, and plenty of collarless styles that are considered so ultra-smart this season.

As for skirts, the fulness is placed low and they're form-fitting about the hips. Some flare, others are pleated and still others—and these last are exceedingly chic—get their fulness from godets.

You'll like these new, truly-feminine styles better than any we've ever shown and find the values much greater. Don't lose a minute when you receive your new Catalog. Get busy and show your friends the new, fall styles. They're probably all ready to make their selections now.

*Edna J. Long*

*Values* EQUALLY as MARVELOUS...  
AS OUR RENOWNED PRODUCT  
DRESSES



NOW THAT WE MAKE THEM OURSELVES ...

*You can-*



**OUR PREMIUM DRESSES**  
*now the same*  
**Wonderful Values**  
**AS OUR PRODUCT DRESSES**

Beginning with this new Fall-and-Winter Catalog, dresses offered as Premiums will be made right here in our own garment manufacturing department the same as our Product dresses — heretofore, we have bought these higher-priced silk and wool dresses from outside manufacturers and had to take them as they saw fit to make them.

Now, Miss Klein will design them, the materials will be purchased on the same economical basis as for Product dresses and we'll cut and make them to fit right, with the same generous measurements and plenty of fulness.

All this is going to mean a big saving to you! To prove it—with one exception, every Premium dress in this new Catalog is given with a \$15 or smaller purchase; in the spring book, the lowest was an \$18 purchase. In this new book you can get a silk georgette, made in the new, afternoon length and with a silk slip, as a Premium with a \$19 purchase!

These are values—values spelled with great big, capital letters. If, like thousands and thousands of others, you have found Larkin Product dresses bigger values than anyone else offers, you've a delightful surprise awaiting you in these Premium offers.

*The  
Premium  
Pages*



# CATALOG *= that will interest You!*

## NEW PRODUCT APPAREL LOVELIER than EVER

So lovely I don't know where to start to tell about it!

Young girls—small women, too—will probably choose the afternoon or party frock on page 34 as their favorite. It's so sweet with its tiny, puff sleeves and peplum. Or, if a street- or business-dress is to be selected, the tweed or tapestry prints will win out, I'll bet.

But, don't think for one moment, the larger woman has been forgotten! Oh, no! As usual, we've seen to it that she has a wide range to choose from and each prettier than the other.

For the kiddies, we've everything from print cloth to silk and there are four marvelous numbers that are all hand-made and have real Porto Rican hand-embroidery to give them that "expensive" look. There are tweed-effects for the older girls, a handsome two-piece suit of lovely rayon, bolero effects, flares, godets—everything the grown-ups have. And, best of all, most of the prices are under \$2 with Premium.

Wardrobes are being replenished for both grown-ups and children along about this time of the year. Here's a wonderful opportunity for some real big orders!



The  
Product  
Pages

Send for  
Samples  
of Materials  
Now!

Make your  
Selection Early



# "My Uncle Larkin"

By

Mrs. Ovila L. Duhaime, New Hampshire

"WHEN I was a little girl I became very envious of a playmate who had an indulgent bachelor uncle. Her father earned no more than mine but she had quite as many lovely things as the rich children in the big houses up the hill. It seemed to me that I wasn't through admiring and envying her soft warm sweater and toque when she would bring forth a gorgeous shining sled. 'My Uncle Frank sent it', she would explain in great happiness and pride, and my childish heart would hurt because there was no one to send me anything, no one to care much whether I had anything except my father and mother, who had all they could do to provide the necessities.

One day before a school fete I came home to find a pretty, store-bought dress spread out on my bed. Speechless with delight, I rushed to my mother. 'Where, oh, wherever in the world', I stammered. My mother tried to explain that she had earned the money for it by working for the Larkin Company. I only half understood, and when the dress was admired at school the next day I proudly stated that it had come from 'my Uncle Larkin.' From that time throughout our lives at home, the

treats, the luxuries, everything above the bare necessities, came to us from this same invisible, reliable source. Our 'Uncle Larkin' was as real and as dear to us as our small neighbor's 'Uncle Frank' was to her. When we grew up and left home my mother continued her Larkin Club work and thus acquired property against her old age.

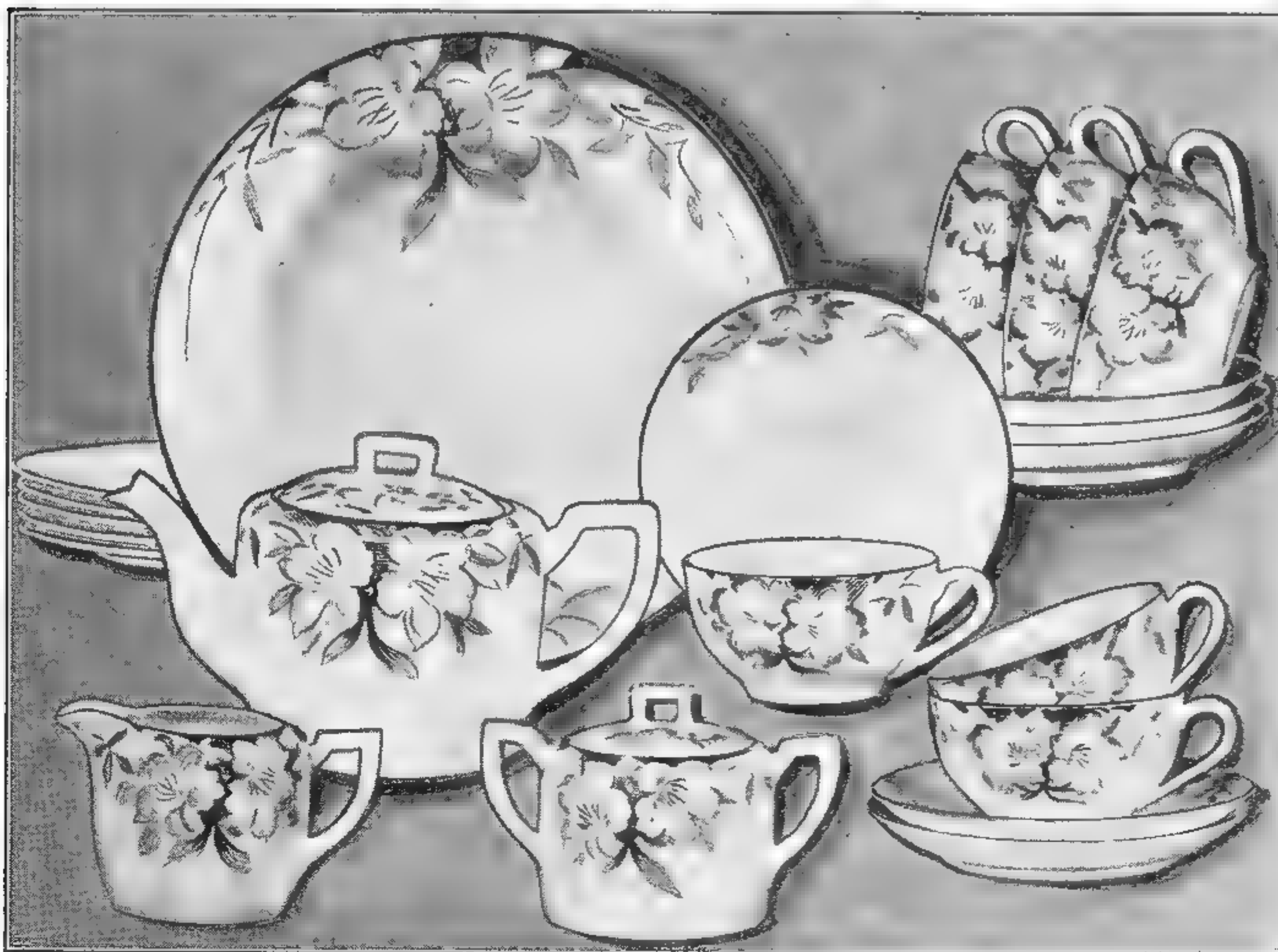
It is small wonder, therefore, that last year when I found myself confronted by the necessity to earn money without leaving home, I thought of my mother and all that she had been able to accomplish with the help of the Larkin Company. Already I have every cause to be thankful that I got in touch with you and started my 'Larkin Pantry'.

With two small children to provide for, our expenses are naturally high, and my husband's trade is seasonable, depending greatly upon the amount of building being done. My earnings as Larkin Secretary have helped to a very considerable extent toward the meeting of our obligations. In addition I have completely furnished a bedroom, bought toys for the

children and many, many conveniences for myself that I could never even have dreamed of if I had not become a Secretary. At Christmas I remembered each person on my long list most acceptably from rewards I had received from my Pantry.

And there has been no hard work about any of this. Once introduced, Larkin goods obtain their repeat orders. I never have any qualms about the quality of the goods I have sold. I know that Larkin goods are of a uniform high quality, the very best that money will buy. Instead of being a distasteful burden my Larkin Pantry work takes me out to pleasant contacts and gives me that very good feeling of independence.

I am not able to describe the satisfaction I feel in the knowledge that I have this honorable and very dependable way of earning money. If ill luck befalls I shall not be discouraged as long as the Larkin Company functions and retains me as a secretary. Its integrity, its popularity, its high ideals of quality and service, are behind me. I feel it an honor to be associated with them."



*Order your Pantry today and enjoy the same pleasant contacts with your friends and that feeling of independence that Mrs. Duhaime's Pantry brought her.*

And, remember—a set, 23 pieces, of this beautiful, imported, hand painted China, Azalea pattern, free, if you order your first Pantry before August 31. China set consists of 6 Tea Plates No. 4; 6 Cups and Saucers No. 2; Sugar and Creamer No. 7 and Teapot No. 15.



AN  
AUGUST  
SPECIAL  
*Regularly*  
~~\$9.00~~



**Cash  
Price**

**\$4.50**

PERHAPS you have always longed for an electric toaster. You wanted the best but felt the price for the best was an expense you could not justify. Then do not pass up this exceedingly rare opportunity. Our August Special price brings you an absolutely unequalled opportunity. Think of getting a genuine Westinghouse automatic electric toaster, always previously sold in the stores for \$9, for our special price of \$4.50 cash.

Don't pass up this chance! Moreover, pass it on to your friends, relatives and Club members. Remember that even though the price is cut in half from regular store prices, you earn your usual reward on every toaster you sell. Sale lasts only until September 10, and as we only have 5000 to sell at this low price, act at once!



# Westinghouse *Automatic Electric* TOASTER

No. 2807

NEVER before has this genuine Westinghouse full automatic, two-slice, turnover toaster been sold for less than \$9. What news then so wonderful as this... as an August Special you may order one of these marvelous, efficient electric toasters for exactly half the usual price, \$4.50 cash.

All the latest features are embodied in this remarkable toaster. The adjustable control automatically shuts off the electricity when the toast is done. You set it for just the exact degree of brownness you

desire. The simple act of opening the covers on the side automatically turns over the toast.

The toaster is equipped with Westinghouse heavy-duty element, fully guaranteed for one year. Modern in design... a handsome addition to the breakfast table. Toaster is finished in highly polished heat-proof nickel. Space below heating element allows easy cleaning. For use on 110-120 volt current. Can furnish at same price for 200-240 volt current. Six feet of silk covered cord.

*Larkin Co. Inc.*

Good Until September 10, 1931

I am sending herewith my regular Secretary's order, and an order for.....  
Toaster No. 2807, at \$4.50 each, cash price, for which I enclose in addition \$.....  
(I understand I will receive the regular Reward on this order.)

Name.....

St. & No.....

P.O..... State.....

831 L. I. Toaster Special





MRS. MARION SULLIVAN  
*Spent*—\$10.14

THE LARKIN  
*it bought*  
 Store-Value  
 of

*Mrs. Marion Sullivan, Syracuse, N. Y.  
 is a Larkin Secretary who has dealt with  
 us for many years.*

*Without question, Secretaries everywhere  
 will echo her enthusiasm over the new  
 Larkin price reductions and over present  
 day opportunities for Larkin saving.*

EACH season one of the pleasant "home-like" features of the Larkin Catalog is the friendly message of our President, Mr. John D. Larkin, which appears on page 1. Larkin Secretaries have learned to turn quickly to that page and read his kindly greeting.

This fall Mr. Larkin has a surprise for them. After a few words on the importance of the present price reductions, he calls the attention of our Secretaries and customers to a most interesting letter . . . a most convincing letter as to Larkin value . . . written by a Larkin Secretary of Syracuse, N. Y., Mrs. Marion F. Sullivan.

As you read this letter of Mrs. Sullivan's, as you see the exact copy of the goods on her order on the facing page, and note the price comparisons between Larkin prices and Buffalo July store prices, you will appreciate, as never before, the amazing saving which may

be yours through Larkin dealing.

Think of it! By spending \$10.14 the Larkin way, Mrs. Sullivan bought store value of \$18.94. She saved almost as much as she spent. She spent \$10.14! She saved \$8.80 thereby. Remember, we shopped this order of Mrs. Sullivan's in the lowest priced Buffalo stores. It is possible that here and there, at extraordinary special sales, store prices elsewhere may have been lower on one or two of these items. It is highly probable that throughout the length and breadth of the United States, store prices on products of equal quantity and quality were generally higher.

Mrs. Sullivan's letter and order are truly convincing of Larkin value. Call the attention of every one of your Club members, customers and friends to this letter and order of this good Larkin Secretary, as printed on page 1 of the new fall-and-winter catalog.

## Mrs. Sullivan's Convincing Letter

Dear Larkin Co:

How happy I am to receive the beautiful 18-piece set of Oneida Community Plate as my Premium! I think this is quite the loveliest Premium I have ever received.

As a member of a Larkin Club I have realized substantial savings on my Products of daily household use. The recent price reductions are especially appreciated this year, when we all are trying to make \$1 do the work of \$2.

As Secretary of a Larkin Club I have enjoyed the

work greatly. It has meant not only a saving of money, a Premium Reward, but the making of new friends and a happiness in the knowledge I was thereby helping others.

Were the advantages of the Larkin Factory-to-Family Plan better known, I am sure that every thrifty housewife would desire to organize a Larkin Club, or at least to become a member of one.

Very truly yours,

(Signed) Marion F. Sullivan



WAY-  
894



**MRS. SULLIVAN'S ORDER**  
(whereby \$10.14 brought her  
\$18.94 value).

PRODUCTS	Larkin With Pre- mium Prices	Buffalo Store Prices (July)
5 Larkin Cleanser.....	\$ .40	\$ .40
5 Boraxine.....	.40	.40
2 Maid o' the Mist Soap (Guest Size)	.60	.46
1 Soap Chips.....	.30	.22
1 Egg Shampoo.....	.40	.45
1 Cold Cream.....	.35	.35
1 Witch Hazel Vanishing Cream.....	.60	.68
1 Witch Hazel Shaving Cream.....	.30	.35
2 Orange Blossom Talcum.....	.50	.50
1 Quinine Hair Tonic.....	.50	.50
1 Silver Polish Paste.....	.20	.30
1 Furniture Polish.....	.25	.25
1 Eudentine.....	.45	.57
1 Aspirin Tablets.....	.30	.40
1 Chocolate Pudding.....	.15	.10
2 Macaroni, 8-oz. pkg.....	.24	.18
1 Egg Noodles.....	.20	.13
1 Dry Clean-It.....	.50	.60
1 Derma Balm.....	.35	.36
1 Vanilla, 2 oz.....	.35	.35
2 Water Softener.....	.40	.34
2 Antacid Tooth Paste.....	.60	.66
1 Cream Tartar Baking Powder.....	.25	.23
1 Honor White Soap.....	.50	.36
1 Sweet Home Soap (carton).....	.55	.55
1 Tooth Brush No. 64.....	.50	.50
<b>PREMIUM</b>	<b>\$10.14</b>	<b>\$10.19</b>
1 18-Piece Set of Oneida Community "Tudor" Plate Skyline Pattern Silver- ware No. 1420M4.	FREE	8.75
	<b>\$10.14</b>	<b>\$18.94</b>

In mak-  
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price  
compar-  
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quality  
and  
quantity  
have  
been  
consid-  
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Mrs. Sullivan's Premium...  
an 18-piece set of Oneida  
Community "Tudor" Plate.





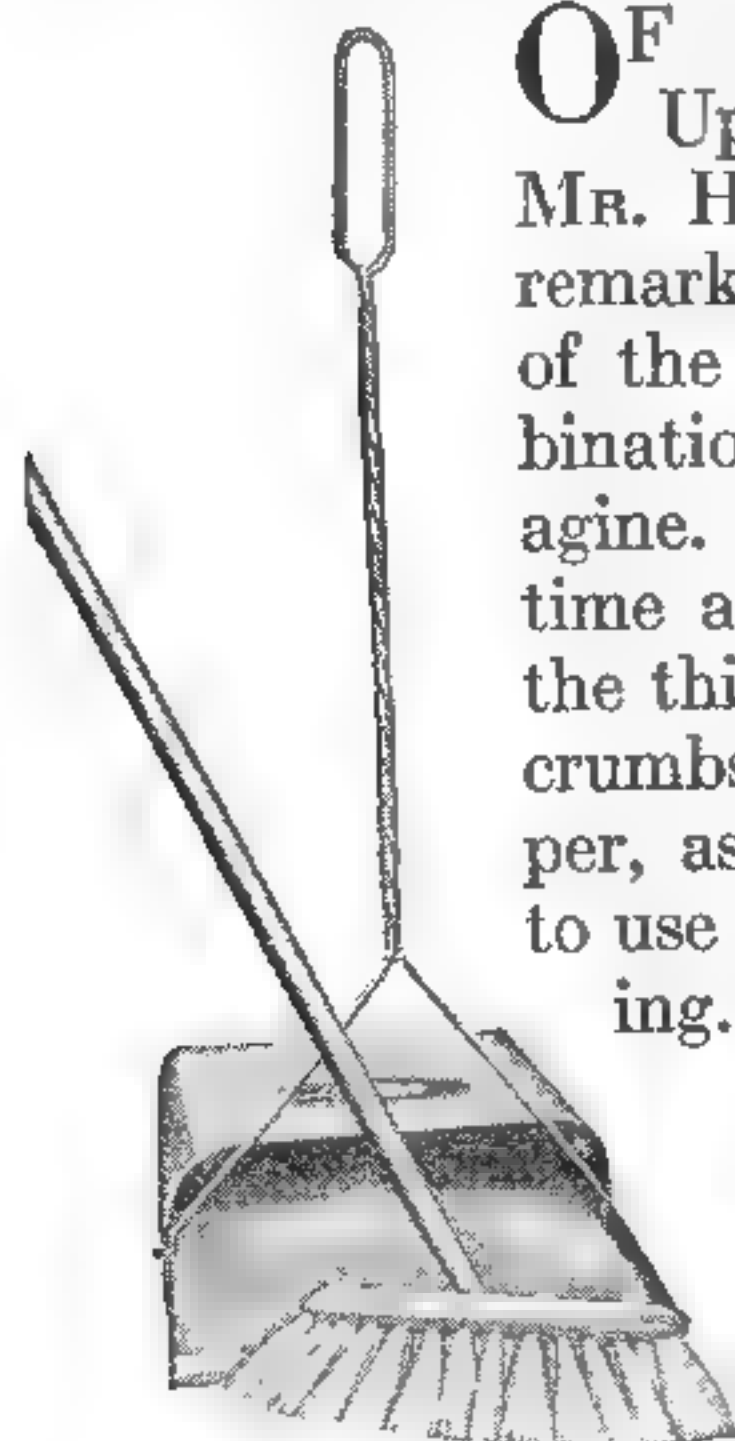
**Y**OU get a glimpse of the new Products and Premiums in the "Chats" this month...a glimpse that is only an indication of the many new, attractive offers you will find in the pages of your fall-and-winter book. But here are some interesting items which you will probably wish to call to the attention of your Club members.



4586  
With  
**\$4.50**  
Pur. or  
Coupons

**MR. OR-**  
**VILLE**

**KIRBY** offers something distinctly new in this "Willisite" rug of animal hair and rubber, which can be easily washed and will outwear carpet. Looks exactly like pile and is, therefore, particularly ideal for the bathroom and entrance hall as well as the kitchen. Attractive, too, with Scotch heather background; design in blue, green and henna. Size, 21 x 40 in. See page 141 of the new catalog.

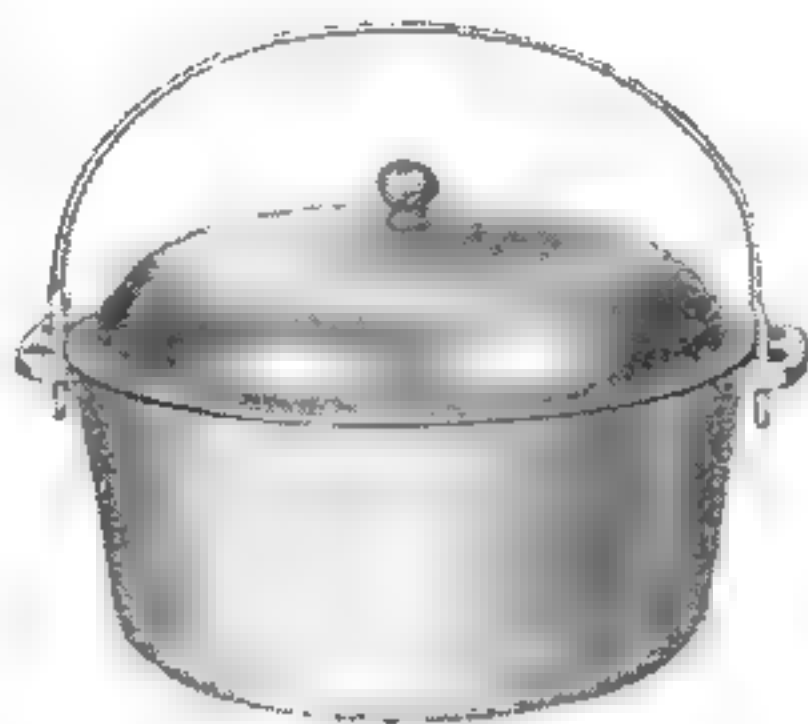


**O**F this "Brush-Up" Set No. 199, **MR. H. H. MASSING** remarks: "It is one of the handiest combinations you can imagine. Saves lots of time and effort. Just the thing to brush up crumbs, scraps of paper, ashes, etc. Easy to use without stooping. The edge of the pan hugs the floor and when the pan is lifted it tilts back so that all dirt set-

## LITTLE CHATS ON A GLIMPSE OF A FEW LARKIN PRODUCTS

gles back into the pocket and cannot spill. Enameled in green." See page 68 of the new catalog.

No. 199, \$2 with PREMIUM



2773  
With  
**\$7**  
Purchase or  
Coupons

**W**HILE Dutch Oven No. 2773 is not new in the fall-and-winter catalog, **MR. H. W. SMITH** calls attention to the fact that this ever-popular item is now offered at an even lower price. The proverbial Scotchman would take delight in this pure, cast aluminum utensil, for over a single burner you may cook in it both your meats and vegetables. See page 202 of the new catalog for full description and new reduced price!

**MR. H. H. MASSING** asks us to speak of the popularity of the new pattern knives with short blades and long handles that have taken such hold with Larkin customers. He believes anyone who has used these new pattern knives will appreciate the opportunity to purchase Steak Knife Set No. 4742 in this new design.

The long handle, short blade knife is very smart in appearance and is very practical in actual use. In set No. 4742, the blades are 3½ in. long, de luxe mirror polished. The handles are grained Ivorylike. See page 154 of the new fall-and-winter catalog.

4742  
With **\$10** Purchase  
or Coupons



**MR. E. W. TURNER** calls attention to our new line of one-piece lingerie. The outstanding feature of this line is the way in which it perfectly conforms in size to outer garments. You now can order these combinations in the same size as your dresses and thus obtain a far better fit. The particular garment illustrated is a combination of bandeau, girdle and step-ins...a three-in-one garment that gives delightful freedom. See page 89 of the new catalog for this new line offered in youthful sizes.

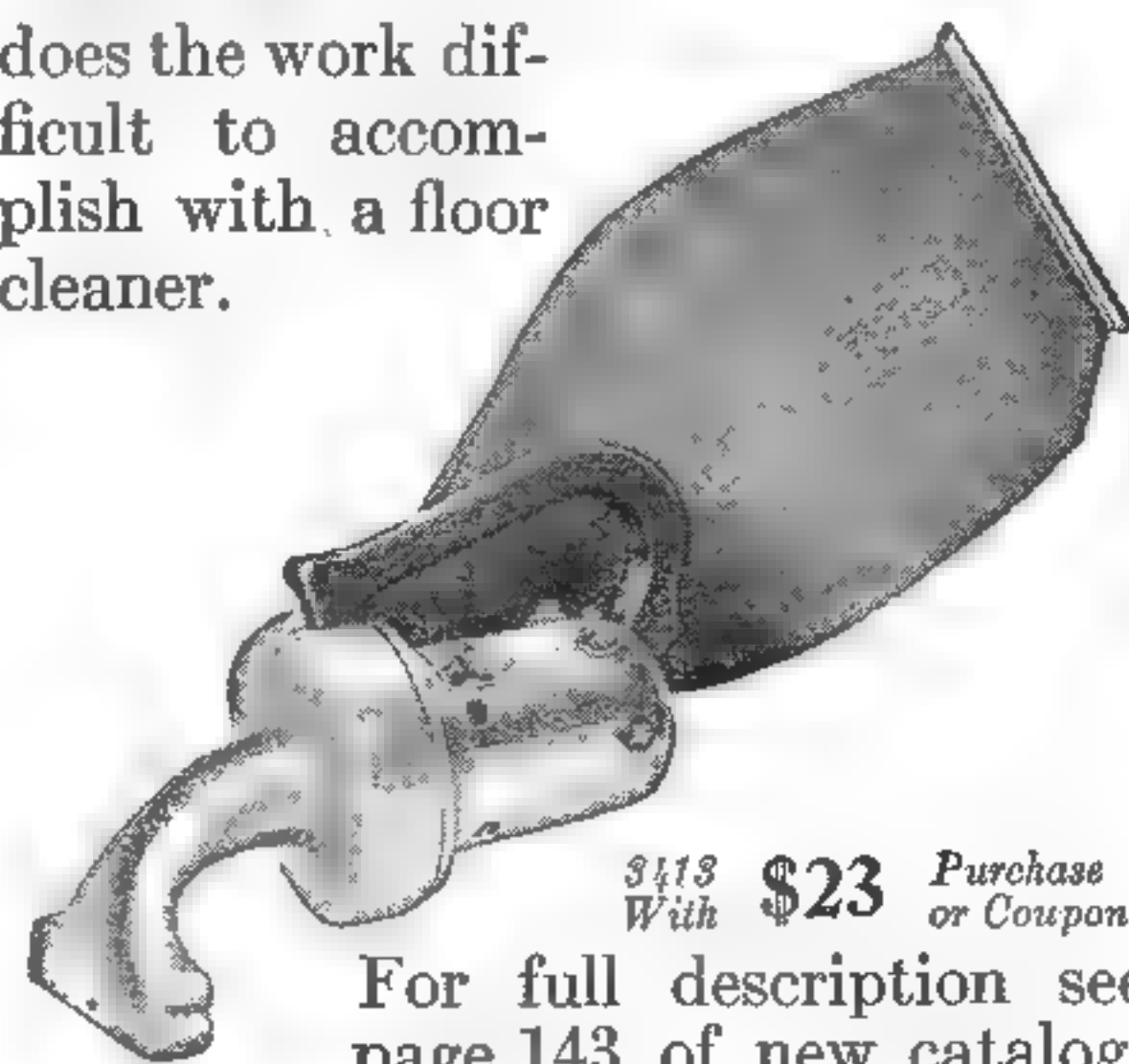


3054  
With **\$6** Purchase  
or Coupons

(Garment illustrated)

**B**ECAUSE of the great popularity of our Universal line of Electrical Products" says **MR. H. W. SMITH** "we are constantly trying to add new items. Thus the good news that we now have a Universal Hand Vacuum Cleaner will find many Larkin folks who will wish to take early advantage of this attractive offer. This

marvelous cleaner does the work difficult to accomplish with a floor cleaner.



3413  
With **\$23** Purchase  
or Coupons

For full description see page 143 of new catalog.



# TIMELY OFFERS

## AND PREMIUMS AS OUR BUYERS SEE THEM



"OUR Hartz Mountain Canaries will sing their way right into the hearts of Larkin folks the country over," said Mr. H. H. MASSING.

It may seem as though we go a long, long way for them, but they are well worth going into the Hartz Mountains to secure.

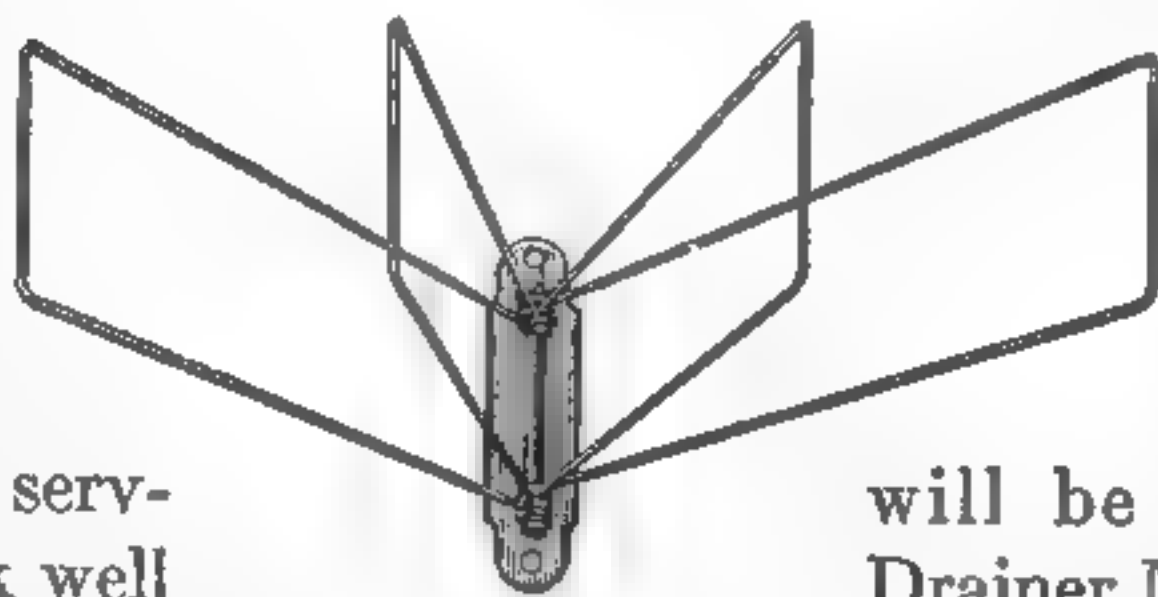
These birds are noted for their generations of singing ancestors and are far superior to locally bred domestic birds. Every melody canary is thoroughly tested for song in Germany and actually trade marked by the breeders with their guarantee of satisfaction. You will find these canaries fully and completely described in the new fall-and-winter catalog on page 200. Please note that our price has been reduced from the former catalog price, With \$17 Purchase or Coupons.

3599 With **\$14** Purchase or Coupons

"THIS 'Merry Jane' Clothes Drier No. 5" says Mr. H. H. MASSING, "is rightly named, for it is the kind of silent servant that does its work well and efficiently in the smallest amount of space. This clothes drier is all-metal, neatly finished in green enamel. The base is easily fastened to the wall. The four arms of two wires each swing to any position. You can hang considerable in the way of clothes on this drier and you will be amazed at the little room that it takes up. The arms are 24 in. long.

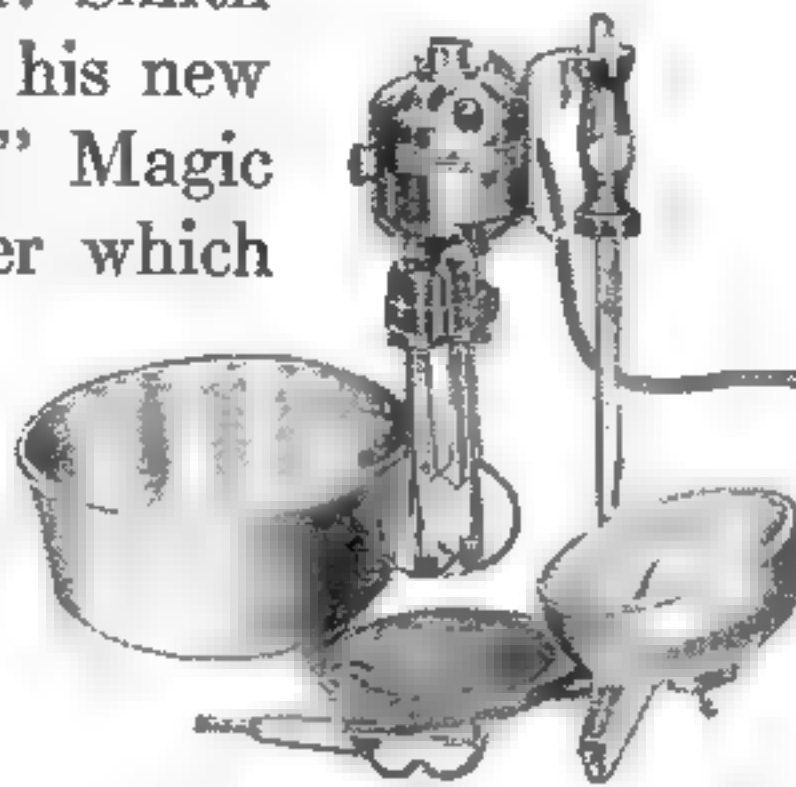
Get acquainted with "Merry Jane" by putting one in your own laundry. Then see how fast your Club members will want one, too.

No. 5 **\$2** with PREMIUM



"MAIDS may be scarce and hard to get," says Mr. H. W. SMITH, our buyer of electrical household equipment, "but in these days of mechanical aids, why a maid?" So saying, Mr. Smith showed us his new "Star-Rite" Magic Maid mixer which

1009 With **\$33** Purchase or Coupons



has the approval of the Good Housekeeping Institute.

There really isn't very much that the Magic Maid does not do. It beats, whips, mixes, mashes, pulverizes, stirs and extracts juices. It has a multi-speed electric motor for different mixing speeds. There is a double beater for the larger job and a single beater for mixing drinks in the tumbler in which they are to be served. Read all about this wonderful new electric housekeeping appliance, on page 156 of the new catalog.

"THE housekeeper who is looking for an ideal dish drainer will be delighted with Drainer No. 1, pictured on page 68 of the new Larkin Catalog," says Mr. H. H. MASSING. It will meet her needs 100%. This Dish Drainer is made of steel, heavily coated with ivory enamel with green trim. The enamel, by the way, is actually baked on. There are twelve racks that hold the plates upright for quick draining. Then besides, there are separate compartments for the silverware. The bottom is raised to keep the dishes out of the dirty water. Rack is 18½ x 12½ in.; 3½ in. high.

No. 1 **\$2** with PREMIUM



WE are now able to offer our customers the famous, nationally advertised "Simmons Slumber King" Mattress containing 299 separate coil springs? And, by the way, this mattress is covered with ticking of very exclusive pattern and you are offered your choice of light-blue or rose. Turn to page 193 of your new Larkin fall-and-winter catalog and see this widely advertised mattress.

3393M1—Blue Each, **\$30** Purchase  
3393M8—Rose with or Coupons

*Of all the shades of popular colored glassware, the new Topaz is the most popular of all? And what lovelier pattern could be chosen for it than the Lotus flower design which appears in goblets, sherbets, iced tea glasses, sherbet plates, salad plates and footed tumblers! You will just love the Lotus flower design and you will be charmed with the Topaz shade. See page 146 of the new catalog for illustration and prices.*

THE orchid is the motif of the design of our lustrous, smooth peach-colored pottery in the new semi-porcelain dinnerware? Edges and handles are traced with a platinum line. Set No. 1804 makes an excellent service for six persons and is so reasonable... offered with only \$11 Purchase or Coupons. See page 144 of the new catalog for full details.

Now the interior decorators are favoring just as dainty a decorative touch in the bathroom as in any of the rooms of the home? For example, there are the new colorful covers for toilet seat and bathroom stool. Just take a look at bathroom Set No. 2505 on page 196 of the fall-and-winter catalog!

2505 With **\$4** Purchase or Coupons





MRS. J. A. HOWETT  
of Pennsylvania  
First Prize Winner

## Here they are.... "Home-Coming" Contest Winners of 1931



MRS. A. J. HELLINGS  
of Pennsylvania  
Second Prize Winner

**W**HAT an honor roll below...names of the winners in the great 1931 Larkin "Home-Coming" Contest! And what an amazing number of new names in that honor roll, showing that every Larkin Contest has room at the top for those who are eager to climb the ladder of success and place themselves in the forward ranks of Larkin Secretaries.

The leaders in the contest, however, show a number of familiar faces. The first two prize winners come from the state of Pennsylvania...Mrs. James A. Howett, who this year stands first among all Larkin Secretaries and Mrs. A. J. Hellings, second prize winner.

The third prize winner hails from the pine tree state and brings home once again laurels to Maine...Mr. Rodolphe Dostie...while the Empire State, New York, has as its splendid representative among the first four,

Mrs. Fannie Waterbury the fourth prize winner, who once again shows that youth is not a matter of years but of spirit.

Mrs. Howett will have the honor of having her name inscribed on the President's cup and will also receive a replica of the large cup to keep through the years. This is the third year that this cup has been awarded. In previous years Mr. Dostie and Mrs. Hellings have had their names placed on the cup. The honor this year goes to a Larkin Secretary of many years' loyalty, who has always been among the leaders in various contests, but who has climbed to the top for the first time this year.

On this and the next page are printed the winners of the two hundred trips and the fifty-six cash prizes. Names of Coupon winners will be found on pages 20 and 21.

## Travel Trip Winners

### First Prize

(2 Trips to Buffalo and \$150 Cash)

Mrs. J. A. Howett, Pennsylvania

### Second Prize

(2 Trips to Buffalo and \$100 Cash)

Mrs. A. J. Hellings, Pennsylvania

Third Prize (Trip and \$75 Cash)

Mr. Rodolphe Dostie, Maine

Fourth Prize (Trip and \$75 Cash)

Mrs. Fannie Waterbury, New York

### Trip to Buffalo and \$50 Cash

5 Mrs. Wm. H. Ruth.....Pennsylvania  
6 Mrs. Chas. H. Scott.....Pennsylvania

7 Mrs. J. Petters.....Pennsylvania  
8 Mrs. A. F. Gosner.....Pennsylvania

9 Mrs. Pauline Trahan.....New York  
10 Mrs. Abbie Geer.....New Hampshire

### Trip to Buffalo and \$25 Cash

11 Mrs. E. Swope.....Pennsylvania  
12 Mrs. S. L. Meyers.....Nebraska

13 Miss Lottie M. Kauffman.....Pennsylvania  
14 Mrs. E. Fry.....Pennsylvania

15 Mrs. Charles Weber.....New Jersey  
16 Mrs. Geo. C. Gilbert.....Pennsylvania

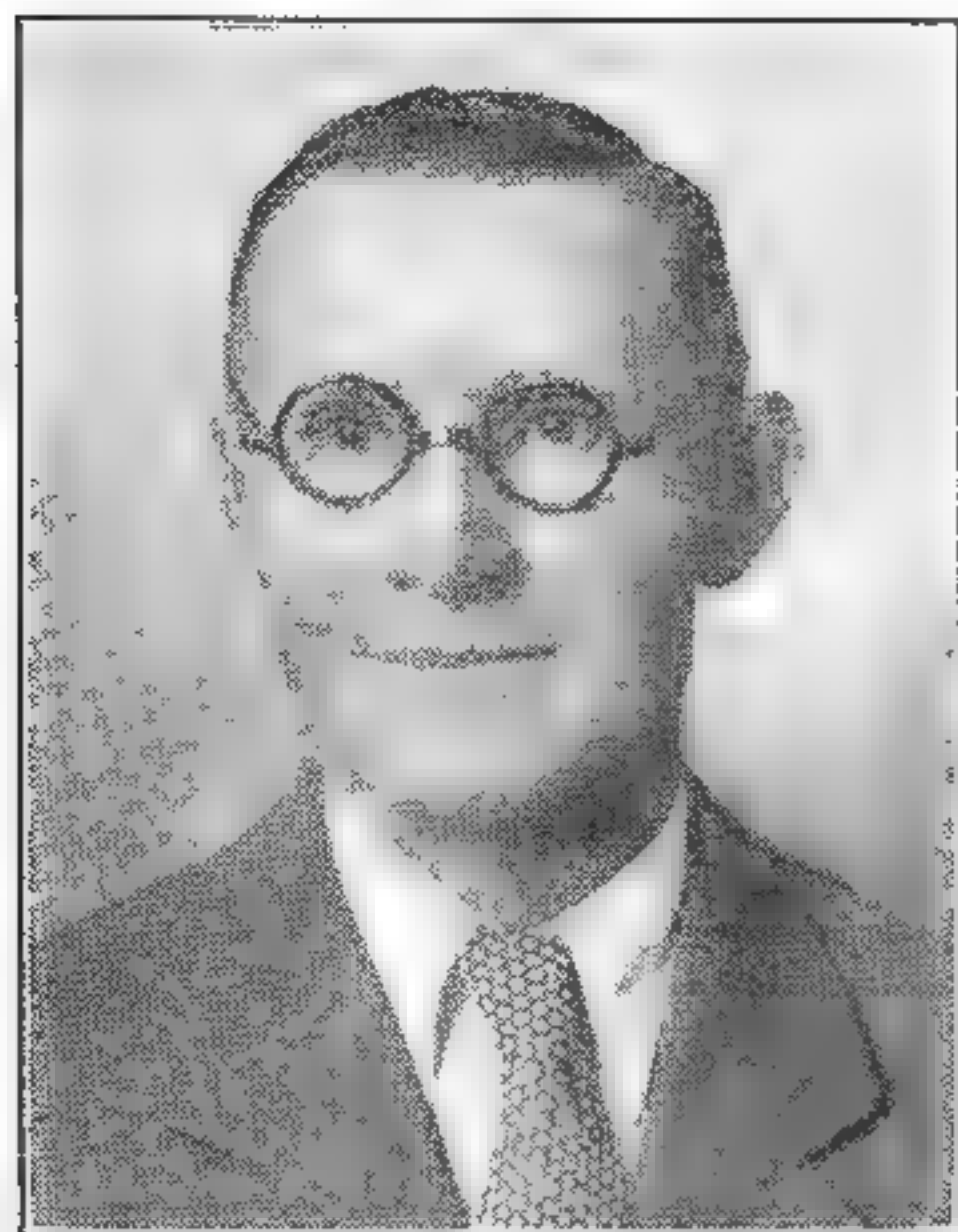
### Trip to Buffalo and \$15 Cash

17 Mrs. Martin Jones.....New Jersey  
18 Mrs. F. W. Abbott.....Texas  
19 Mrs. Ben Pauls.....Illinois  
20 Mrs. Ralph Edwards.....Pennsylvania

21 Mrs. A. F. Lear.....Pennsylvania  
22 Mrs. Albert Bachman.....Pennsylvania  
23 Mrs. Frank Buzby.....New Jersey

24 Mrs. Aaron D. Eckert.....Pennsylvania  
25 Mrs. J. M. Patterson.....Pennsylvania  
26 Miss B. Chadwick.....New Jersey





MR. RODOLPHE DOSTIE  
of Maine  
Third Prize Winner

**L**ARKIN Secretaries everywhere join in extending hearty congratulations to the winners! This great contest has been open to all Larkin Secretaries everywhere. Those who have proved their right to the laurels of victory are deserving of their hard won honors. Their happy days at Niagara Falls and Buffalo and the coupons they have won should serve as an incentive to Larkin Secretaries everywhere. The fact that many new names appear this year as contest winners should be an encouragement in future contests to other Larkin Secretaries to strive for these worth-while prizes.



MRS. FANNIE WATERBURY  
of New York  
Fourth Prize Winner

## "Home-Coming" Contest Winners (Cont. from Page 16)

### Trip to Buffalo and \$10 Cash

27 Mrs. Benj. H. Miller.....	Indiana	37 Mrs. O. W. Cargill.....	New Hampshire	47 Mrs. A. Manion.....	New Jersey
28 Miss Rita M. Proulx.....	Massachusetts	38 Mrs. Chas. R. Button.....	Massachusetts	48 Mrs. Wm. L. Koon.....	Nebraska
29 Mrs. Rev. E. Wengerd.....	Ohio	39 Mrs. Edgar G. Garner.....	Pennsylvania	49 Mrs. Chas. L. Ellsworth.....	Pennsylvania
30 Mrs. R. R. Reed.....	Pennsylvania	40 Mrs. J. Snyder.....	Pennsylvania	50 Mrs. Fred A. Garvin.....	Maine
31 Mrs. Vernal H. Treibly.....	Pennsylvania	41 Miss Esther Magill.....	Pennsylvania	51 Mrs. S. W. Knapp.....	West Virginia
32 Mrs. John T. Harrington.....	Massachusetts	42 Mrs. Barbara Krebs.....	New York	52 Mrs. Geo. Williams.....	Pennsylvania
33 Mrs. Edward Waterman.....	New York	43 Mrs. Alvin Evans.....	Pennsylvania	53 Mrs. Curtis M. Fuller.....	Pennsylvania
34 Miss Margaret Eyanson.....	Pennsylvania	44 Mrs. Geo. Mayotte.....	New York	54 Mrs. L. Fox.....	Pennsylvania
35 Mrs. A. D. Davenport.....	New York	45 Mrs. R. W. Richards.....	Pennsylvania	55 Mrs. Geo. A. Dapper.....	Michigan
35 Mrs. W. Pharoah.....	Pennsylvania	46 Mrs. James D. Morgan.....	Pennsylvania	56 Mrs. Milton V. Warcham.....	Pennsylvania
36 Mrs. Dennie O. Hill.....	Virginia				

### Trip to Buffalo

57 Mrs. Effa E. Fries.....	Pennsylvania	108 Mrs. Mildred Africa.....	New York	157 Mrs. Jas. W. Binkley.....	Illinois
58 Mrs. Oliver S. Burkholder.....	Pennsylvania	109 Mrs. E. Tazel.....	Pennsylvania	158 Mrs. John Singer.....	Pennsylvania
59 Mrs. Mary Millard.....	New York	110 Mrs. Edward Pope.....	Pennsylvania	159 Mrs. Mary E. Blanchard.....	New York
60 Mrs. Victor Lauriha.....	Pennsylvania	111 Mrs. L. Lewis.....	Pennsylvania	160 Mrs. P. L. Harmon.....	Maine
61 Mrs. Abram M. Magill.....	Pennsylvania	112 Mrs. Claude A. Sitlinger.....	Pennsylvania	161 Mrs. Arthur J. Leblanc.....	New Hampshire
62 Mrs. M. Kitchin.....	New Jersey	113 Miss Ada L. Hunt.....	Pennsylvania	161 Miss M. Breuninger.....	Pennsylvania
63 Mrs. Jno E. Meisel.....	Pennsylvania	114 Mrs. J. S. Parsons.....	Pennsylvania	162 Mrs. Ernest Achenbach.....	Pennsylvania
64 Mrs. Percy Hands.....	New York	115 Mrs. Geo. Robinson.....	New York	163 Mrs. Bessie Wilson.....	New York
65 Mrs. Andrew J. Pohl.....	New York	115 Mrs. Floyd H. Ledger.....	Massachusetts	164 Mrs. Garret Cronk, Jr.....	New Jersey
66 Mrs. H. Derstein.....	Pennsylvania	116 Mrs. Fred Rick.....	Pennsylvania	165 Mrs. Alvah M. Miles.....	Maine
67 Mrs. Lansford Hankee.....	Pennsylvania	117 Mrs. Walter Rittenhouse.....	Pennsylvania	166 Mrs. Charles B. Sammis.....	New Jersey
68 Mrs. Wm. Rau.....	Pennsylvania	118 Mrs. Fred L. Blodgett.....	New York	167 Mrs. Jno. Kapp.....	Pennsylvania
69 Mrs. Edgar A. Maynard.....	New York	119 Mrs. F. Paton.....	Pennsylvania	168 Mr. Edwin A. Goldsmith.....	New York
70 Mrs. M. Krause.....	Pennsylvania	120 Mrs. W. D. Zimmerman.....	Pennsylvania	169 Mrs. A. Peters.....	Wisconsin
71 Mrs. Lois Smith.....	Michigan	121 Mrs. Geo. Hurn.....	Pennsylvania	170 Mrs. H. Tillman.....	Pennsylvania
72 Mrs. Ernest Landry.....	Massachusetts	122 Mrs. Geo. Reinbold.....	New York	171 Mrs. Wm. H. Rager.....	Pennsylvania
73 Mrs. W. C. Schafer.....	Pennsylvania	123 Mr. Elbert D. Sheldon.....	Massachusetts	172 Mrs. David Dobson.....	Massachusetts
74 Mrs. Ezra Zorn.....	New York	124 Mrs. Edna Smeltz.....	Pennsylvania	173 Mrs. Myrtle M. Sherman.....	New York
75 Mrs. Jos. Bernard.....	New York	125 Mrs. John Bogansky.....	Pennsylvania	174 Mrs. W. Mattson.....	Pennsylvania
76 Mrs. John Snyder.....	Pennsylvania	126 Mrs. Harold Hoffman.....	New York	174 Mrs. A. Freas.....	New Jersey
77 Mrs. Harold H. Lauber.....	New York	127 Mr. Robert Rice.....	Massachusetts	175 Mrs. David Wm. Winkler.....	Connecticut
78 Mrs. George A. Rittle.....	Pennsylvania	128 Mrs. Rose Thacker.....	Ohio	176 Mrs. Walter Dobbs.....	Michigan
79 Mrs. A. Gruber.....	Pennsylvania	129 Mrs. John Berger.....	Pennsylvania	177 Mrs. Andy Masters.....	Pennsylvania
80 Mrs. Joseph Paluzzi.....	New York	130 Mrs. Jno. E. Chesney.....	Pennsylvania	178 Mrs. Paul Bertiaux.....	Pennsylvania
81 Mrs. Claude Gerber.....	Pennsylvania	131 Mrs. W. E. Gillespie.....	Pennsylvania	178 Mrs. Anna Boucher.....	Rhode Island
82 Mrs. Ben Hoffman.....	Wisconsin	132 Mrs. G. Ambler.....	Pennsylvania	179 Mrs. H. H. Webb.....	Maine
83 Mrs. Charles Mellott.....	Pennsylvania	133 Mrs. Clyde W. Longenbach.....	Pennsylvania	180 Mrs. Nellie F. Windover.....	New York
84 Mrs. Claude Wood.....	Indiana	134 Mrs. A. L. Hallar.....	Illinois	181 Mrs. Wm. H. Staub, Sr.....	Pennsylvania
85 Mrs. Clara B. Wamsley.....	Maryland	135 Mrs. Nell Finch.....	Michigan	182 Mrs. Arthur Bennett.....	Pennsylvania
86 Mrs. Walter A. Stoddard.....	New York	136 Miss Annie M. Becker.....	Pennsylvania	183 Mrs. Charles Fetscher.....	Pennsylvania
87 Mrs. Russell Slade.....	Michigan	137 Mrs. Charles Kuster, Sr.....	New York	184 Mrs. Joe Tagler.....	Pennsylvania
88 Mrs. Ernest J. Smith.....	New York	138 Mrs. Thomas A. Hamilton.....	Pennsylvania	185 Mrs. J. W. Schneider.....	Minnesota
89 Mrs. Ann J. Gall.....	Ohio	139 Mrs. G. Stephenson.....	Pennsylvania	186 Mrs. H. Thomas.....	Pennsylvania
90 Mrs. Geo. L. Cartner.....	D. C.	140 Mrs. M. S. Hahn.....	Pennsylvania	187 Mrs. William A. Grandin.....	Pennsylvania
91 Miss Irene Lotz.....	Ohio	141 Mrs. Charles L. Bossolt.....	Pennsylvania	188 Mrs. Jerome M. Kachline.....	Pennsylvania
92 Mrs. Thos. Reynolds.....	Rhode Island	141 Mrs. J. Ruth.....	Pennsylvania	189 Miss Cora A. Draper.....	Maryland
93 Mrs. Erhard Huettl.....	Wisconsin	142 Miss E. L. Rosen.....	Massachusetts	190 Mrs. Ed A. Moeschlin.....	Pennsylvania
94 Mrs. Addie Bilodeau.....	New Hampshire	143 Mrs. Nettie F. Lord.....	New Hampshire	191 Mrs. Amanda R. Kilhefner.....	Pennsylvania
95 Mrs. W. Leidy.....	Pennsylvania	144 Mrs. James McBriarty.....	Maine	192 Mrs. Andrew Kobza.....	Pennsylvania
96 Mrs. Cora F. McMullen.....	New York	145 Mrs. James Leuschner.....	Pennsylvania	193 Mrs. J. Anderson.....	New Jersey
97 Mrs. Alfred W. Swett.....	Maine	146 Mrs. Henry Gebhardt.....	Pennsylvania	194 Miss E. Secs.....	Pennsylvania
98 Mrs. E. C. Moranville.....	Nebraska	147 Mrs. John W. Walter.....	Maryland	195 Mrs. Geo. W. Johnston.....	Pennsylvania
99 Miss Vanna V. Kelly.....	Pennsylvania	148 Mrs. Henry Fontaine.....	Maine	196 Mrs. Ella Dietz.....	Pennsylvania
100 Mrs. H. Bryson.....	Pennsylvania	149 Mrs. Cassie Redfern.....	New York	197 Mrs. Mary Ellen Shield.....	New York
101 Mrs. Harvey G. Wieand.....	Pennsylvania	150 Mrs. Reuben Brock.....	Michigan	198 Mrs. E. K. Murphy.....	Nebraska
101 Miss Sara A. Ray.....	Pennsylvania	151 Mrs. John U. Miller.....	Pennsylvania	199 Mrs. Elmer J. Frisbee.....	New York
102 Mrs. A. Henderson.....	Pennsylvania	152 Mrs. W. V. Blakely.....	New York	200 Mrs. Eugene Johnson.....	Pennsylvania
103 Mrs. Peter Janosky.....	Pennsylvania	153 Mrs. D. E. Wog.....	Minnesota		
104 Mrs. Katie Sharp.....	New Jersey	154 Mrs. Mary S. Brown.....	Pennsylvania		
105 Mrs. Wm. H. Sweet.....	Connecticut	155 Mrs. John Cowger.....	Wyoming		
106 Mrs. N. A. Cunningham.....	Illinois	156 Mrs. W. Fawcett.....	Pennsylvania		
107 Mrs. Clifford Ganoung.....	New York				

Extra prizes awarded because of tie record.

\$10. PRIZE  
1

TRIPS  
7

Coupon Prize Winners appear on Pages 20 and 21.



# The Larkin Idea

PUBLISHED AND COPYRIGHTED 1931  
BY LARKIN CO INC

A Monthly Magazine for Larkin Secretaries.  
Mailed Free

**Larkin Co Inc.**  
ESTABLISHED 1875

PEORIA, ILL. BUFFALO, N. Y. PHILADELPHIA, PA.

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LARKIN CO OF ILLINOIS

VOL. XXVII AUGUST, 1931 No. 8

WHAT could be more newsy than the new Catalog number of The Larkin Idea?

As a matter of fact, there's news from cover to cover...from the smiling Club member on the front cover, to whom the Secretary has just handed a new Catalog, to the amazing offer of a genuine Westinghouse Toaster at actual half price, on the back cover.

And every good Larkin Secretary will sit down and go over her new magazine, page by page, absorbing all that's new and interesting in the way of offers and information.

Did you ever try reading The Larkin Idea from two different standpoints?

First: What interests you as a Secretary.

Second: What you find in it to bring your Club members.

Let's look at the August Larkin Idea for a moment from these two standpoints. Well, page 1 reminds you that as a Secretary you will want to jot down on your order blank just the number of new catalogs your Club members will require. On pages 3 and 4 you will want to know for

yourself, first of all, what the new Larkin Catalog contains, as told by our catalog editor, Mr. D. A. Thomas.

Then on page 7 is the new offer for starting an Extra Larkin Club. And where is the Secretary, who loves the quaint colonial period style, who can resist that spinning wheel lamp? And certainly, as a Secretary, you are vitally interested in any offer for an Extra Larkin Club, particularly when you are already planning one, no doubt, so as to be sure to bring a real Christmas to four or five of your friends. By the way, have you started that Christmas Club yet?

And we believe whether you are a winner or not, you will be interested in pages 16 and 17, where the announcement of the "Home-Coming" Contest winners is made. Why? Well, just because all the world loves a winner...and because when you read a list of winners you realize that there are heights perhaps for you still to climb and goals still for you to accomplish.

*If thou canst plan a noble deed,  
And never flag till it succeed,  
Though in the strife thy heart should bleed;  
Whatever obstacles control,  
Thine hour will come,—go on, true soul,  
Thou'lt win the prize—thou'lt reach the goal.*

— CHARLES MACKAY

Surely nobody can look, for example, at the picture of Mrs. Fannie Waterbury, fourth prize winner, living in the little town of Sherrill, N. Y. without feeling that Mrs. Waterbury has proved herself capable of great accomplishments. So often Secretaries say, excusing themselves: "Well, if I lived in a large city maybe I could do better." Well, if those Secretaries knew Mrs. Fannie Waterbury and knew how far her Larkin enthusiasm and her own loving sense of service had carried her, that excuse would just die on their lips, because they would feel that they had no right to utter it.

And now just a few words about reading your Larkin Idea from the standpoint of what you have to

bring to your members. Really it's enthusiasm for Larkin dealing that you awaken in your customers that is the secret...the very keynote...of your success with your Larkin work.

Naturally, our thoughts go first to the new catalog. Just as plenty of copies of the new catalog in circulation mean more business for you, just so does the new catalog to each of your members mean the place in which she finds Larkin values. Remember, the Larkin Catalog is your Club member's or customer's Larkin store in which she does her shopping.

Next our thoughts go to the specials of the month. And the August issue of The Larkin Idea has even more specials than usual. There's the Westinghouse Toaster on the back cover, at \$4.50 cash. Read the full description of this great offer on page 11.

Then on page 19 appear two great sheet offers. You know these sheet bargains and you know that no Club member or customer can afford to overlook such an opportunity to replenish their supply.

Last, but not least, on the inside back cover of your Larkin Idea appears an almost unbelievable glassware special. Just think for one moment of getting twenty-two pieces of crystal glassware for only 99c cash! There isn't a friend in your Larkin Club or buying from your Larkin Pantry who would want to miss that offer. Some of them will find that it will more than pay them to order two sets at that price. What a little amount of money it represents, for example, in the preparation for the service of refreshments to two tables of bridge.

*It was only a glad "good morning"  
As she passed along the way  
But it spread the morning's glory  
Over the livelong day.*

— UNKNOWN

— FRANCIS B. FRAZEE



# Again...SHEETS at Rock-Bottom Prices!

NO need to introduce these two great Sheet Specials to Larkin folks. First offered a year and a half ago, they received a tremendous welcome the length and breadth of the land!

Just a year ago tremendous buying, based on the overwhelming demand, enabled us to crowd the price to the very rock-bottom. And now, once again we repeat the price triumph which, among Larkin Secretaries, has made these sheets famous as a bargain of bargains. Surely no housewife can afford to overlook this opportunity to fill the sheet needs of the home. Prices like these surpass even the highest hopes and expectations. We do not know when we shall again be able to repeat this great offer, so act now!

Whether you and your friends choose the splendid utility Sheet No. 15, a full-size, good-quality sheet of bleached cotton, at 69c cash price, or the finer quality Sheet No. 16, of a better grade bleached cotton in the same generous size, you will indeed consider that you have replenished your sheet supply at an enormous saving.

Remember, only the vast quantity buying of Larkin Secretaries and their customers enables you to enjoy values like these. And remember, the Secretary's reward is yours on every sheet that you sell.

## Tell Your Friends of These Bargains!

NOW, while these great offers are before you, start your own sheet sales. By telephone; by personal visit, acquaint your entire community with these prices that will open the eyes of your neighbors to the wonderful savings you are able to bring them. Get a sheet order off early in the month. The very possession of sheets at these prices by your Club members and friends will make other sales for you. Remember this offer is good only until September 10.



### Sheet No. 15

*This good quality, bleached cotton, seamless sheet is a genuine bargain! Size, 81x90 in. (torn size.) Hemmed. Mailing weight 1½ lbs.*

**69c**  
Special  
Cash Price

### Sheet No. 16

*The woman who desires a finer quality sheet will select Sheet No. 16 at this bargain price. Of excellent quality bleached cotton. Size, 81x90 in. (torn size). Hemmed. Mlg. wt. 1¾ lbs.*

**\$1.19**  
Special  
Cash Price

## Use This Coupon!

## Order As Many As You Like!

*Larkin Co Inc.*

Good Until September 10, 1931

I am sending herewith my regular Secretary's order, and an order for:

....Sheets No. 15, at 69c each, cash price, for which I enclose in addition \$.....

....Sheets No. 16, at \$1.19 each, cash price, for which I enclose in addition \$.....

(I understand I will receive the regular Reward on this order.)

Name .....

St. and No.....

P.O..... State.....

831 L. I. Sheet Special





## You Will Approve Our Remedies in this Home Medicine Kit

AS a first aid in illness and accident our pharmaceutical department now announces our new Home Medicine Kit.

It will need but a glance at the remedies in this kit to win your complete and absolute approval of our selection. For, included in the kit, are some of the most popular Larkin remedies. Here they are:

Absorbent Cotton,  $\frac{1}{2}$  oz.  
 Adhesive Plaster, 1 in. x 5 yds.  
 Analgesic Balm, 1-oz. tube  
 Aromatic Spirit of Ammonia, 2 oz.  
 Aspirin Tablets, 24 tablets  
 Bandage, 2-in., 10 yds.  
 Cathartic Pills, 50 pills  
 Eye Dropper  
 Eye Lotion,  $\frac{1}{2}$  oz.  
 Healitol, 1-oz. tube  
 Mercurio-chrome,  $\frac{1}{2}$  oz.  
 Toothache Drops,  $\frac{1}{4}$  oz.

These carefully chosen remedies come to you neatly packaged in a durable box, which makes an excellent home medicine kit, or is easily carried in your car. We are certain that this home medicine kit... a new Larkin Product in the fall-and-winter catalog... will be hailed with delight by our Secretaries and their Club members, who will recognize the opportunity offered in such an ideal combination of well-known Larkin pharmaceuticals. Mfg. wt.  $1\frac{1}{2}$  lbs.

Complete, \$2.50 with PREMIUM

# "Home-Coming" Contest

(Continued from page 17)

## 201st—210th Prizes, \$100 in Larkin Coupons Each

Miss Elizabeth Gillis.....	New York	Mrs. J. E. Ruddick.....	New York
Mrs. Ernest L. Gilman.....	Massachusetts	Mrs. Marion F. Sullivan.....	New York
Mrs. Wm. J. Hawks.....	Connecticut	Mrs. A. Thayer.....	Pennsylvania
Mrs. W. E. Latshaw.....	Pennsylvania	Mrs. Harold F. Tingley.....	Ohio
Mrs. R. H. Mast.....	Indiana	Mrs. S. E. Willis.....	Iowa

## 211th—250th Prizes, \$75 in Larkin Coupons Each

Mrs. E. G. Ambellan.....	New York	Mr. Oswald Lavallee.....	Massachusetts
Mrs. Ella J. Barnes.....	Oklahoma	Mrs. John N. Leech.....	Pennsylvania
Mrs. Frank Bowden.....	Iowa	Mrs. Leon Lamaire.....	Massachusetts
Mrs. C. Bowers.....	Pennsylvania	Mrs. Wm. Lincoln.....	Pennsylvania
Mrs. Betsey J. Brightman.....	Massachusetts	Mrs. Geo. W. Linder.....	New York
Mrs. M. Burnett.....	Pennsylvania	Mrs. James Longo.....	New York
Mrs. J. Burtonwood.....	Pennsylvania	Mrs. James Miller.....	Ohio
Mrs. Frank Chirnich.....	Illinois	Mrs. Nell C. Milliman.....	Pennsylvania
Mrs. Walter B. Christ.....	Illinois	Bernard B. Noyes.....	New Hampshire
Mrs. E. C. Clulow.....	Pennsylvania	Mrs. J. P. Ordway.....	New York
Mrs. Irene Cunningham.....	Indiana	Mrs. Mabel H. Paquet.....	Maine
Miss Ethel Deppe.....	Pennsylvania	Mrs. Stella M. Ray.....	Maine
Mrs. Emory Fackler.....	Pennsylvania	Mrs. E. A. Sovocool.....	New York
Mrs. Clara Finley.....	Michigan	Mrs. Harry Spangler.....	Pennsylvania
Mrs. S. Frece.....	Pennsylvania	Mrs. G. M. Tetreault.....	Massachusetts
Mrs. Bertha Glair.....	New York	Mrs. Geo. F. T. Trask.....	New Hampshire
Mrs. A. Glausman.....	Pennsylvania	Mrs. Grace Truax.....	Pennsylvania
Miss Ida E. Gramm.....	Pennsylvania	Mrs. Jas. Vernon.....	Pennsylvania
Mrs. H. L. Kennedy.....	New York	Mrs. Will Vogel.....	Iowa
Mrs. M. Keister.....	Illinois	Mrs. E. Wolfenden.....	Pennsylvania
Mrs. John Krell.....	Pennsylvania		

## 251st—300th Prizes, \$50 in Larkin Coupons Each

Mrs. M. L. Allison.....	Tennessee	Mrs. Lizzie Matteson.....	New York
Mrs. A. Beardmore.....	New Jersey	Mrs. Thos. W. Miller.....	New York
Mrs. Marie Blouin.....	Maine	Mrs. W. B. Miller.....	New York
Mrs. Fred C. Angus.....	Massachusetts	Mrs. C. Morris.....	New Jersey
Miss Hormidas Belanger.....	Massachusetts	Mrs. A. Murphy.....	Pennsylvania
Mrs. John Brittain.....	Pennsylvania	Mrs. Ruth Myers.....	Indiana
Mrs. Geo. Carter.....	New York	Mrs. Lawrence J. McFadden.....	Pennsylvania
Mrs. Ethel Chambers.....	Iowa	Mrs. Fred A. McIntyre.....	New York
Mrs. Harry E. Cornish.....	Maine	Mrs. Daniel Neff.....	Pennsylvania
Mrs. Mabel Creswell.....	Missouri	Mrs. Ronald Persing.....	Pennsylvania
Mrs. Gaspard Criner.....	West Virginia	Mrs. James Pickford.....	Pennsylvania
Mrs. Joe W. Crouse.....	Ohio	Mrs. Jacob Rosinus.....	Connecticut
Mrs. Leonard Daniels.....	New York	Mrs. V. May Ryan.....	Pennsylvania
Mrs. Terry F. Darby.....	New York	Mrs. Helen Schaefer.....	Ohio
Mrs. Oscar C. Davis.....	Ohio	Mrs. H. G. Sedgwick.....	Illinois
Mrs. Merritt G. Duell.....	New York	Miss Anna Shellhouse.....	Ohio
Mrs. C. Engle, Jr.....	Pennsylvania	Mrs. C. G. Smith.....	Pennsylvania
Miss Ellen Feltmarch.....	Massachusetts	Mrs. Bert Stacy.....	Michigan
Mrs. L. Friday.....	Pennsylvania	Mrs. Carl Stange.....	Ohio
Mrs. Walter R. Gallagher.....	Pennsylvania	Mrs. Sara Stokes.....	Pennsylvania
Mrs. W. Gilson.....	Pennsylvania	Mrs. Eugene Tuttle.....	New York
Mrs. Wilfred Green.....	Massachusetts	Mrs. W. Walters.....	Pennsylvania
Miss Fay Kamerer.....	Pennsylvania	Mrs. M. Wilson.....	Pennsylvania
Mrs. W. H. Kemp.....	Pennsylvania	Mrs. Fred E. Windsor.....	New York
Mrs. Geo. A. Kiehl.....	Pennsylvania	Mrs. Chas. R. Wise.....	Pennsylvania
Mrs. Arthur J. Lakin.....	Michigan		

## 301st—400th Prizes, \$25 in Larkin Coupons Each

Mrs. Thomas A. Adams.....	Pennsylvania	Mrs. W. H. Ferguson.....	New York
Mrs. Chas. Adler.....	Wisconsin	Mrs. Merle E. Fogle.....	Indiana
Mrs. Felix Allard.....	Massachusetts	Miss Minnie A. Ford.....	Vermont
Mrs. Geo. S. Baker.....	Pennsylvania	Mrs. Wm. Garling.....	New York
Miss Julia Berridge.....	Ohio	Mrs. J. E. Geltz.....	Pennsylvania
Mrs. Matilda Betz.....	Pennsylvania	Mrs. Harriet Gilbert.....	Ohio
Mrs. J. Bingham.....	Pennsylvania	Mrs. John B. Giroux.....	Massachusetts
Mrs. J. L. Bouchard.....	Maine	Mrs. Jos. E. Grant.....	Maine
Mrs. Lydia H. Brayton.....	Massachusetts	Mrs. Emilie Grimm.....	Pennsylvania
Mrs. Daniel Bressler.....	Pennsylvania	Mrs. Ruth W. Groff.....	New York
Mrs. Edythe L. Bronson.....	New York	Mrs. Kate L. Hains.....	Pennsylvania
Mrs. T. P. Carney.....	Illinois	Mrs. Chas. Hall, Jr.....	Pennsylvania
Mrs. Jos. Cauchon.....	Vermont	Mrs. M. Hammer.....	Pennsylvania
Mrs. J. Conard.....	Pennsylvania	Mrs. Hanna.....	Pennsylvania
Mrs. Martha M. Curry.....	Pennsylvania	Mrs. P. C. Hardenbrook.....	Illinois
Mrs. Maudie Curry.....	Ohio	Mrs. Wm. T. Harrison.....	Maryland
Mrs. I. J. Danoski.....	Pennsylvania	Mrs. Mary Hastie.....	Pennsylvania
Mrs. E. E. Davis.....	Wisconsin	Mrs. Bessie Heckman.....	Pennsylvania
Mrs. Earl Davis.....	Pennsylvania	Mrs. James B. Hiles.....	Pennsylvania
Mrs. Ephram Davis.....	Pennsylvania	Mrs. S. C. Hoover.....	Louisiana
Mrs. Florence A. Delozier.....	Pennsylvania	Mrs. Mabel E. Hopkins.....	New York
Mrs. N. Detwiler.....	Pennsylvania	Mrs. L. W. Hudson.....	Wyoming
Mrs. John D. Dick.....	Montana	Mrs. Henry A. Johnson.....	Massachusetts
Mrs. Merrill L. Duba.....	Vermont	Miss Eda A. Konter.....	Ohio
Mrs. H. A. Eckhart.....	Pennsylvania	Mrs. R. Kuhn.....	Pennsylvania
Mrs. Ella Ellsler.....	Pennsylvania	Mrs. J. H. Kunkle.....	Pennsylvania
Mrs. Edna Feaster.....	Pennsylvania	Mrs. Ray O. Lamb.....	Iowa



# Coupon Winners

## 301st—400th Prizes, \$25 in Larkin Coupons Each

(Continued from page 20)

Mrs. Geo. E. Lauterborn.....	California	Mrs. Floyd Roof.....	Pennsylvania
Mrs. Jos Leclair.....	Maine	Mrs. A. Ruhmel.....	New York
Mrs. James Lee.....	Pennsylvania	Mrs. Edward Sarrine.....	Michigan
Mrs. Clarence Lyter.....	Pennsylvania	Miss Edna M. Sellers.....	Pennsylvania
Mrs. Maggie E. Marshall.....	Pennsylvania	Mrs. Annita Serenari.....	Pennsylvania
Sister Mary Martinien.....	Rhode Island	Mrs. J. R. Setser.....	Kentucky
Mrs. Rogers G. Mead.....	New Jersey	Mrs. Fred A. Sides.....	North Carolina
Mrs. Winford Merrick.....	New York	Mrs. C. Smith.....	Pennsylvania
Mrs. E. Mohny.....	Pennsylvania	Mrs. Frank N. Smith.....	Iowa
Mrs. Daniel D. Morgan.....	Illinois	Mrs. Harry Strouse.....	Pennsylvania
Mrs. P. H. McFadden.....	Missouri	Mrs. Emma Mae Suttle.....	Pennsylvania
Mrs. A. H. McNutt.....	Massachusetts	Mrs. John A. Swartz.....	Pennsylvania
Mrs. Thos. Neel.....	Pennsylvania	Mr. Chas. E. Tanner.....	Pennsylvania
Mrs. Frank Nugent.....	Pennsylvania	Mrs. Wm. C. Tarbell.....	Michigan
Mrs. Herman Obrink.....	Wisconsin	Mrs. J. H. Tenpenny.....	Wisconsin
Mrs. B. H. Paramore.....	Missouri	Mrs. Frank A. Towne.....	Vermont
Mrs. Harry Pasquill.....	New Hampshire	Miss N. Townsley.....	Pennsylvania
Mrs. Margaret E. Patton.....	Pennsylvania	Mrs. G. E. Tressler.....	Pennsylvania
Mrs. Elmer Plum.....	Ohio	Mrs. Friend Walker.....	Pennsylvania
Mrs. Lena Raup.....	Pennsylvania	Mrs. Samuel Walters.....	Pennsylvania
Mrs. Charles Reff.....	New York	Miss Annie Ward.....	Pennsylvania
Mrs. Helen Rhoads.....	Pennsylvania	Mrs. F. Weisenberger.....	Ohio
Mrs. H. W. Richardson.....	Maine	Mrs. S. B. Werts.....	Pennsylvania
Mrs. Frank G. Ritz.....	Pennsylvania	Mrs. Annie E. Whittington.....	West Virginia
Mrs. J. Rodewald.....	Illinois	Mrs. Harold M. Worden.....	New York

## 401st—500th Prizes, \$15 in Larkin Coupons Each

Mrs. Milton Anders.....	Pennsylvania	Miss M. R. Mikush.....	Pennsylvania
Mrs. A. M. Arnold.....	New York	Mrs. Anna M. Miller.....	Pennsylvania
Mrs. Esther J. Bittler.....	Pennsylvania	Miss Bertha Miller.....	Illinois
Mrs. Amelia Lewalski Brunet.....	Massachusetts	Mrs. J. Henry Morgan.....	Pennsylvania
Mrs. Jos. Butts.....	Pennsylvania	Mrs. Chas. Morin.....	Maine
Mrs. Annie M. Carleton.....	Maine	Mrs. A. McGinn.....	Pennsylvania
Mrs. A. Carlson.....	New Jersey	Mrs. Samuel McNabb.....	New York
Mrs. J. H. Clark.....	Pennsylvania	Mrs. Roy Nicol.....	Iowa
Mrs. Roy Clemens.....	Pennsylvania	Mrs. Wm. T. Nothstein.....	Pennsylvania
Miss Mabel Coleman.....	New York	Miss Beatrice Pagie.....	New York
Mrs. Henry C. Cook.....	New York	Mrs. Louise E. Peacock.....	Maine
Mrs. Adele Corno.....	New Hampshire	Mrs. Nelson Pease.....	Massachusetts
Miss Florence Cox.....	New Jersey	Mrs. Antonette Perino.....	Illinois
Mrs. Edmond Curry.....	Pennsylvania	Jean Perotti.....	Pennsylvania
Mrs. May Dawson.....	Maryland	Mrs. Orla Pitts.....	Iowa
Mrs. C. Deaver.....	Pennsylvania	Mrs. Omer Pomerleau.....	Maine
Mrs. Arthur Doyon.....	Maine	Mrs. E. Pommer.....	Pennsylvania
Mrs. Matt Driscoll.....	New York	Mrs. Stanley Regis.....	Massachusetts
Mrs. F. Duschak.....	Wisconsin	Mrs. Geo. Richardson.....	Delaware
Mrs. Wm. F. Dwyer.....	New York	Mrs. M. Ridge.....	Pennsylvania
Miss Pauline Dyno.....	Pennsylvania	Mrs. R. G. Robinson.....	Ohio
Mrs. Mary Estes.....	Virginia	Mrs. Ida Rodemaker.....	Pennsylvania
Miss Louise G. Fager.....	Ohio	Mrs. Jos. Rodrigue.....	Maine
Mrs. John W. Fischbeck.....	New York	Mrs. Edmond Ross.....	Vermont
Mrs. Florence Fitzkee.....	Pennsylvania	Mrs. Chas. Roths.....	Michigan
Mrs. Chas. E. Ford.....	New York	Mrs. Alphonse Roy.....	Maine
Mrs. Geo. C. Frasch.....	Pennsylvania	Mrs. Fred Schlorff.....	Illinois
Mrs. Harriet S. Galloway.....	Missouri	Mrs. Frank J. Seltzer.....	Pennsylvania
Mrs. Jay F. Gilbert.....	Ohio	Mrs. Myrtle Sheesley.....	Pennsylvania
Mrs. Martha E. Gommell.....	New Jersey	Mrs. C. S. Smith.....	Pennsylvania
Mrs. Wm. Griffee.....	Pennsylvania	Mrs. Frank H. Smith.....	New York
Miss Eva Guay.....	New Hampshire	Mrs. H. C. Smith.....	Connecticut
Miss Laura A. Guertin.....	Maine	Mrs. Oral A. Smith.....	New York
Mrs. Ralph Haney.....	Michigan	Mrs. Clara Snyder.....	Pennsylvania
Mrs. Andro Harnyok.....	Pennsylvania	Miss Katherine Sorg.....	Michigan
Mrs. James Hodgson.....	Pennsylvania	Mrs. Chas. A. Stackpole.....	Maine
Mrs. Jos. F. Hoelzle.....	Pennsylvania	Mrs. C. A. Steller.....	New York
Mrs. Owen H. Hoffmire.....	New York	Mrs. Susan L. Taylor.....	Massachusetts
Mrs. Norman Housman.....	Pennsylvania	Mrs. Perlle Temple.....	Massachusetts
Mrs. John W. Illingworth.....	Massachusetts	Mrs. David P. Thomas.....	Pennsylvania
Mrs. Cosby I. Irish.....	Ohio	Mrs. Frederick G. Thomas.....	New York
Mrs. Wm. S. Jessup.....	New York	Mrs. J. C. Wangelin.....	New York
Mrs. W. Johnson.....	Pennsylvania	Mrs. H. D. Waters.....	Pennsylvania
Mrs. Clinton Kahler.....	New York	Mrs. Lillie Weber.....	Pennsylvania
Mrs. Carrie L. Kinglsey.....	New York	Mrs. Mattie P. Webster.....	South Dakota
Mrs. H. E. Lake.....	Michigan	Mrs. E. Weeks.....	Pennsylvania
Mrs. Nettie Landis.....	Pennsylvania	Mrs. Peter J. Wehler.....	Pennsylvania
Mrs. A. Emma Lawton.....	Rhode Island	Mrs. Lillie M. Weller.....	West Virginia
Mrs. Jos. Leclerc.....	Rhode Island	Mrs. Wilson Wheeler.....	Pennsylvania
Mrs. Lula J. Loy.....	Nebraska	Mrs. E. J. Whiteman.....	New York
Mrs. Edw. Ludwick.....	Pennsylvania	Mrs. Florence Whiteman.....	Pennsylvania
Mrs. Wm. MacPherson.....	New York	Mrs. Helen M. Whitman.....	New York
Mrs. Albert Malley.....	Texas	Mrs. L. A. Wireback.....	Pennsylvania
Mrs. Hubert Meyer.....	New York	Mrs. Floyd Young.....	Pennsylvania

## Extra Coupon Prizes awarded because of tie records.

1.....	\$75.00
1.....	50.00
4.....	25.00
8.....	25.00



## So Handy and Quick! Electric Hot Plate

THE housewife who wishes to do some cooking, frying or boiling in a jiffy, will take a lot of satisfaction in having an ideal electric hot plate like this one ready at hand.

In fact, so many are its uses that the average homemaker will be quick to recognize that this new Larkin Product is indeed a welcome addition to the catalog. It's small but very efficient and will do the work that a much larger one will do. 5 3/4 in. in diam. Bronze finished metal base. 660 watts. For 110 volts. Cord and plug. Mfg. wt. 1 3/4 lbs.

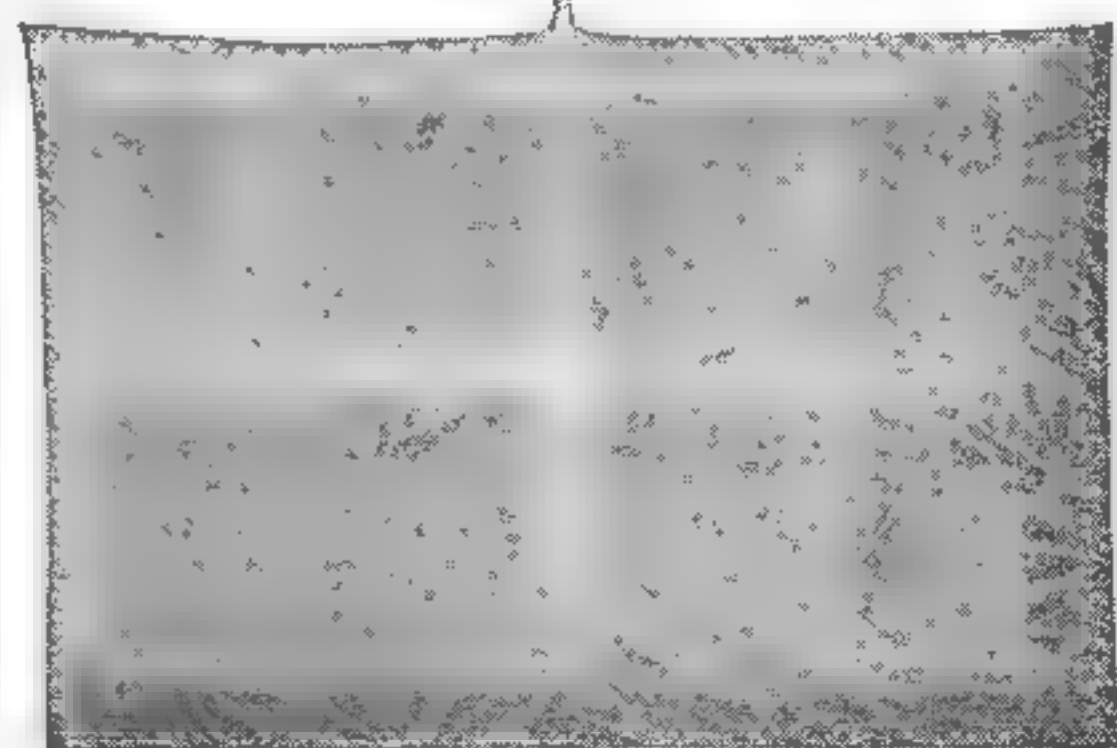
No. 9 \$1.50 with PREMIUM

## Rest-giving . . . comfortable Rubber Air Cushion

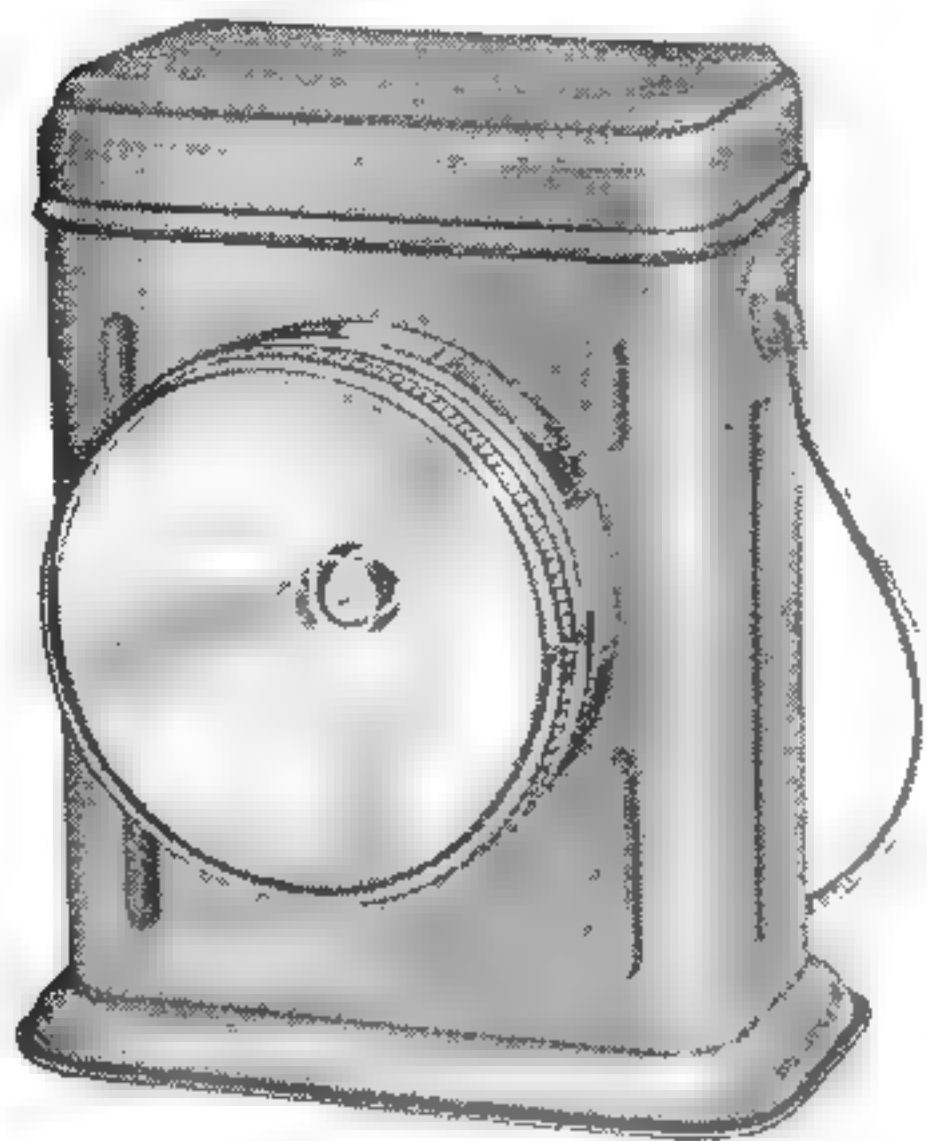
SOMETIMES it is amazing to see what a lot of comfort a very little money can buy. Consider, for instance, this rubber air cushion . . . a new Larkin Product that is going to find its way into thousands of homes because of its practical usefulness.

Whether you use it as a head rest, back rest or comfortable seat, you will be thankful for its possession many, many times. And incidentally when cushion is deflated, it fits into a pocket or hand-bag. You will find this 14x9 3/4-in. rubber cushion just the thing for autos, boats, porches, etc. Mfg. wt. 5 oz.

No. 7 50c with PREMIUM







## It Throws A Beam 1000 Feet

WHAT a gift for a man who loves the open... be he farmer, fisherman, hunter or camper. Think what it would mean to him to possess a practical, efficient lantern that in proper focus will project a beam of light in excess of one thousand feet. Yet that is just what he can do with...

### FOCUSING ELECTRIC HAND LANTERN 2216

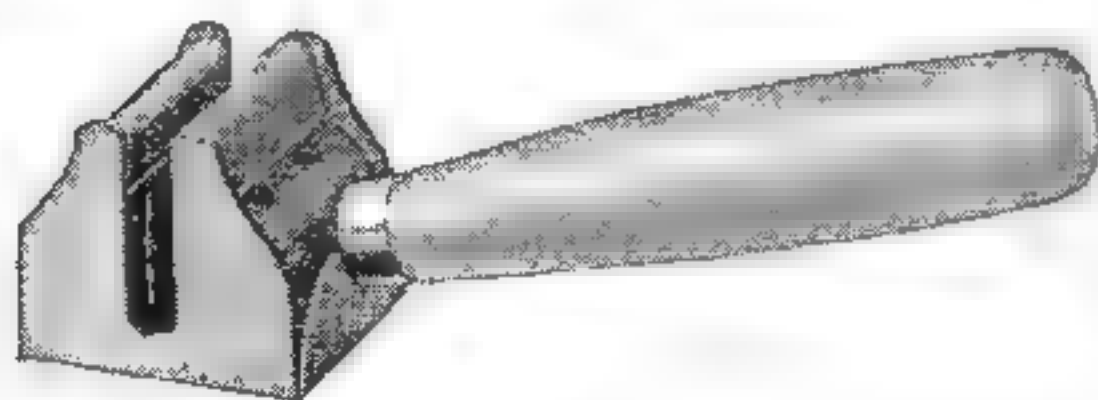
Lantern is 7 $\frac{5}{8}$  in. high with 4 in. reflector. Red enameled case with nickel trim; bail handle, also another one on back with holes for hanging up. Two No. 6 dry cell batteries operate it. Batteries are not included in this offer, but can be purchased very reasonably in neighborhood stores.

2216 \$3.50 *Purchase  
With or Coupons*

## Keep Knives Sharpened

Sharpen your own knives quickly and easily at home with utility Monarch Knife Sharpener No. 8. Here's a small sharpener that will put a keen edge on a knife quickly and easily. It is made with four Sheffield butcher's steels, over which the knife is drawn. Mailing weight 5 oz.

No. 8, 85c *with  
PREMIUM*



## STAR SECRETARY HONOR ROLL

For Month of June

### BLUE STAR SECRETARIES†

Cash business for the Month \$200 or over.

\$25 Coupon Prize, each, to 10 Leaders, indicated below \*

\$15 Coupon Prize, each, to other Blue Star Secretaries.

Mrs. F. W. Abbott	Texas	Mrs. L. Lewis	Pennsylvania
Mrs. Mildred Africa	New York	Miss Irene Lotz	Ohio
Mrs. Fred L. Blodgett	New York	Mrs. Abram M. Magill	Pennsylvania
Mrs. Chas. L. Bossolt	Pennsylvania	Mrs. A. Manion	New Jersey
Mrs. Mary S. Brown	Pennsylvania	Mrs. R. H. Mast	Indiana
Mrs. Chas. R. Button	Massachusetts	Mrs. W. Mattson	Pennsylvania
Mrs. F. Buzby	New Jersey	Mrs. Edgar A. Maynard	New York
Mrs. O. W. Cargill	New Hampshire	Mrs. C. Mellott	Pennsylvania
Mrs. F. Carter	Pennsylvania	Mrs. S. L. Meyers	Nebraska
Mrs. Geo. A. Dapper	Michigan	Mrs. Mary Millard	New York
Mrs. A. D. Davenport	New York	Mrs. Benj. H. Miller	Indiana
Mrs. H. Derstein	Pennsylvania	Mrs. Jno E. Meisel	Pennsylvania
Mrs. David W. Dobson	Massachusetts	Bernard B. Noyes	New Hampshire
*Mr. Rodolphe Dostie	Maine	Mrs. Jos. Paluzzi	New York
*Mrs. Aaron D. Eckert	Pennsylvania	Mrs. F. Paton	Pennsylvania
Mrs. Ralph Edwards	Pennsylvania	Mrs. J. M. Patterson	Pennsylvania
Mrs. Charles L. Ellsworth	Pennsylvania	*Mrs. J. Petters	Pennsylvania
Mrs. Alvin Evans	Pennsylvania	Mrs. W. Pharoah	Pennsylvania
Miss Margaret Eyanson	Pennsylvania	Mrs. W. Rau	Pennsylvania
Mrs. A. Freas	New Jersey	Mrs. R. R. Reed	Pennsylvania
Mrs. H. E. Fry	Pennsylvania	Mrs. R. W. Richards	Pennsylvania
Mrs. Edgar G. Gardner	Pennsylvania	Mrs. Wm. H. Ruth	Pennsylvania
Mrs. Fred A. Garvin	Maine	Mrs. W. C. Schafer	Pennsylvania
Mrs. Abbie E. Geer	New Hampshire	Mrs. Charles H. Scott	Pennsylvania
Mrs. Geo. C. Gilbert	Pennsylvania	Miss Myrtle M. Sherman	New York
Mrs. A. F. Gosner	Pennsylvania	Mrs. Russell Slade	Michigan
Mrs. Percy Hands	New York	Mrs. J. Snyder	Pennsylvania
Mrs. Hanna	Pennsylvania	Mrs. John Snyder	Pennsylvania
Mrs. John T. Harrington	Massachusetts	Mrs. Walter A. Stoddard	New York
*Mrs. A. J. Hellings	Pennsylvania	Mrs. E. Swope	Pennsylvania
Mrs. Dennie O. Hill	Virginia	Mrs. G. M. Tetreault	Massachusetts
*Mrs. James A. Howett	Pennsylvania	Mrs. H. Thomas	Pennsylvania
Miss Ada L. Hunt	Pennsylvania	Mrs. Pauline Trahan	New York
Mrs. Peter Janosky	Pennsylvania	*Mrs. Fannie Waterbury	New York
Mrs. Martin Jones	New Jersey	*Mrs. Edw. Waterman	New York
*Miss Lottie M. Kauffman	Pennsylvania	*Mrs. C. Weber	New Jersey
Mrs. S. W. Knapp	West Virginia	Mrs. Lillie Weber	Pennsylvania
Mrs. Wm. L. Koon	Nebraska	Mrs. Geo. Williams	Pennsylvania
Mrs. Barbara Krebs	New York	Mrs. W. D. Zimmerman	Pennsylvania
Mrs. A. Lear	Pennsylvania	Mrs. Ezra Zorn	New York
*Mrs. W. Leidy	Pennsylvania		

For Month of June

### RED STAR LEADERS†

Cash Business for the Month, \$100 to \$199.

\$10 Coupon Prize, each, to 20 Leaders, names below.

\$7 Coupon Prize, each, to other Red Star Secretaries.

(Owing to limited space, list of 20 Leaders only is printed)

Miss Annie M. Becker	Pennsylvania	Mrs. Alvah M. Miles	Maine
Mrs. John Bogansky	Pennsylvania	Mrs. E. C. Moranville	Nebraska
Mrs. Jno. E. Chesney	Pennsylvania	Mrs. Cassie Redfern	New York
Mrs. Ella Dietz	Pennsylvania	Mrs. C. G. Riegraf	New York
Mrs. W. H. Ferguson	New York	Mrs. Walter Rittenhouse	Pennsylvania
Mrs. Lansford Hanke	Pennsylvania	Mrs. Frank G. Ritz	Pennsylvania
Mrs. Harold Hoffman	New York	Miss E. Sees	Pennsylvania
Mrs. Victor Lauriha	Pennsylvania	Mrs. Wm. H. Sweet	Connecticut
Mrs. Arthur J. Leblanc	New Hampshire	Mrs. A. D. Thayer	Pennsylvania
Mrs. Wm. Lincoln	Pennsylvania	Mrs. Nellie F. Windover	New York

†It has been brought to our attention by some of our Secretaries that copies of The Larkin Idea somehow get into the possession of concerns which address letters to our Star Secretaries, bringing to their attention offers for which we cannot in any way vouch. To save our Secretaries from this annoyance we shall hereafter publish only state addresses in this column.

**Important  
to  
Secretaries!**

ON your very next order blank be sure to request the number of catalogs you can profitably distribute among your Club members, customers and friends. Mark an order blank now, while this reminder is before you!





### Sandwich Fillings for Picnics and Summer Parties

AUGUST is the biggest picnic month and we can't think of anything that tastes so good on a picnic as appetizing sandwiches. It seems as if we could eat a dozen for there's something about that kind of fun that makes one very, very hungry.

We are giving below a number of sandwich suggestions. And, here's a little hint that's very helpful when taking two or three different kinds. Of course, be sure to wrap them all in waxed paper to keep them fresh. Then write the names on little slips of paper and stick them on the packages. Then, you see, if you want tomato sandwiches, you just get out the package marked "Tomato."

(Lettuce may be used with nearly all of these fillings)

1. Hard boil three eggs. Chop real fine. Season and add a little grated onion. Mix together with salad dressing.
2. Add to one package of cream cheese,  $\frac{1}{2}$  cup of crushed pineapple and  $\frac{1}{4}$  cup of finely chopped nuts. This is good on any bread and particularly so on raisin bread.
3. Baked beans seasoned with chili sauce also make delicious sandwiches.
4. Bologna sausage ground and mixed with ground sweet pickles makes a very refreshing sandwich.
5. Cut in small pieces, one can of shrimp. Dice some celery and mix together with salad dressing.
6. Ground boiled ham mixed with salad dressing. Also good with chow-chow in place of dressing.
7. Peanut Butter sandwiches for the kiddies. Especially good on raisin bread.
8. Lettuce and very thin slices of tomatoes with salad dressing make nice sandwiches for immediate use. A little ground or grated green pepper may also be added.
9. Creamed cheese and strawberry jam.
10. Hard boil about 3 eggs. Chop eggs and several stuffed olives and mix together with salad dressing.

# Play Safe!!

## CHOOSE NON-EXPLOSIVE LARKIN CLEAN-IT!



### Larkin Dry-Clean- ing Soap

Used with Larkin Clean-It it greatly assists in cleaning operation and helps to reduce your dry cleaning expense. Mfg. wt. 9 oz.

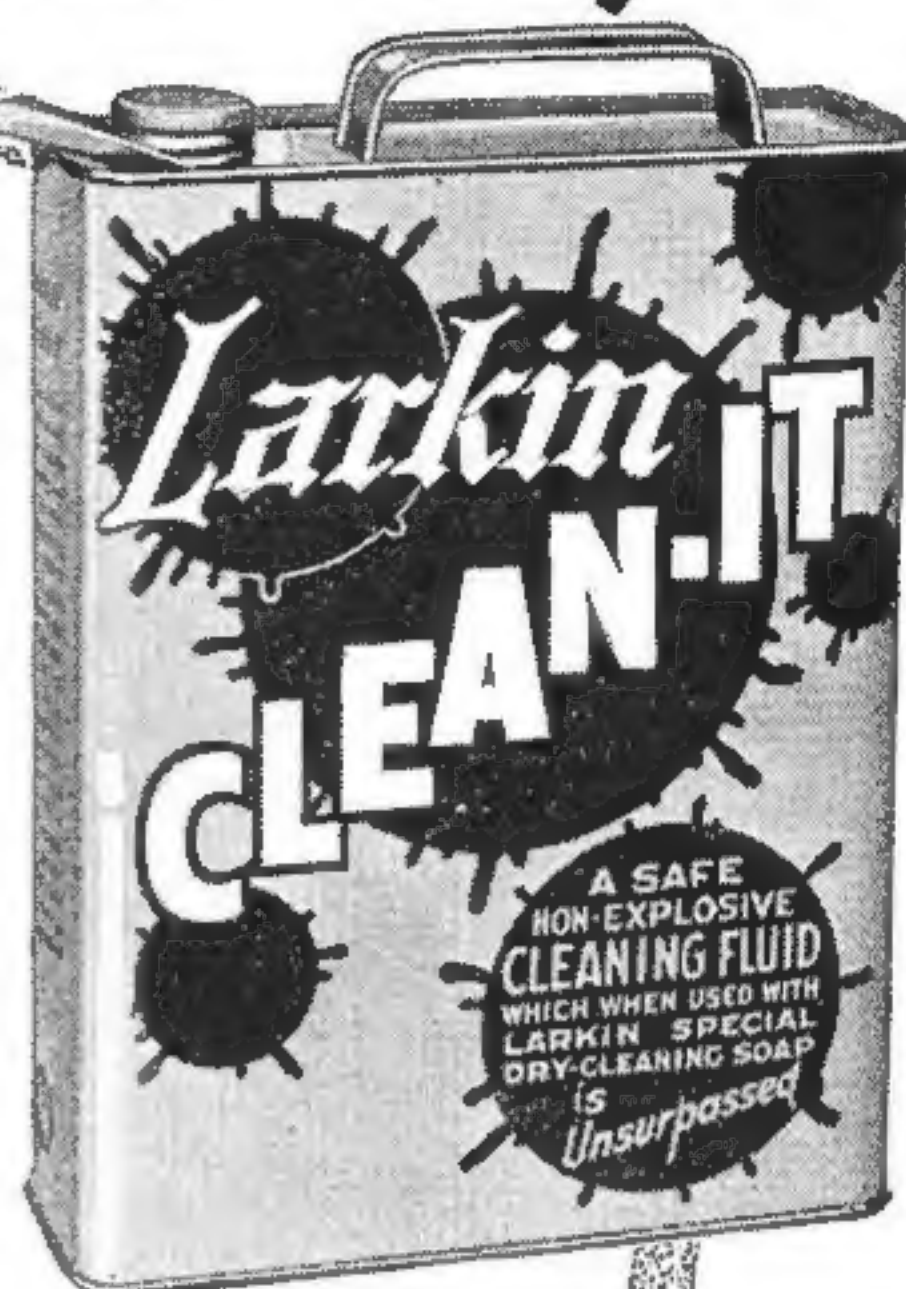
4-oz. bottle, 30c with PREM.

SAVE money by doing your own dry cleaning at home! You can do it safely with the latest, new Larkin Product . . . Larkin Clean-It. Everything from apparel to automobile upholstery can be thoroughly cleaned with this cleaning solvent.

### Larkin Clean-It

An absolutely non-explosive cleansing solvent. It evaporates quickly and leaves no odor. Shpg. wt.  $9\frac{1}{4}$  lbs. Unmailable.

1-gal. can, \$2 with PREM.



## BEAUTY of DESIGN Distinguishes THESE OFFERS

THESE two new Larkin offers are superbly in keeping with the great Larkin reputation for beauty, grace and correctness of design. What an addition they will be to any home!

### Hooked Pattern Axminster Rug

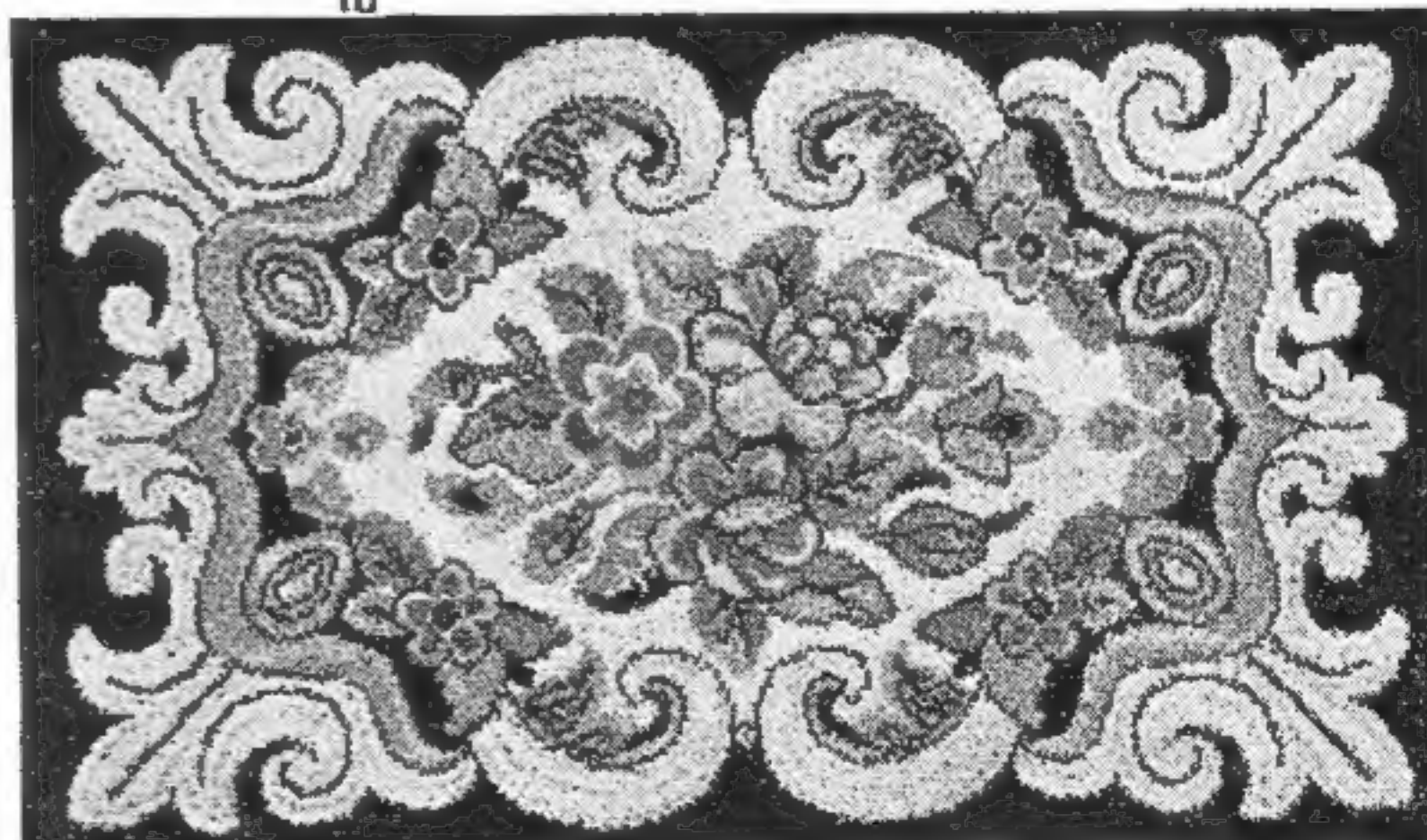
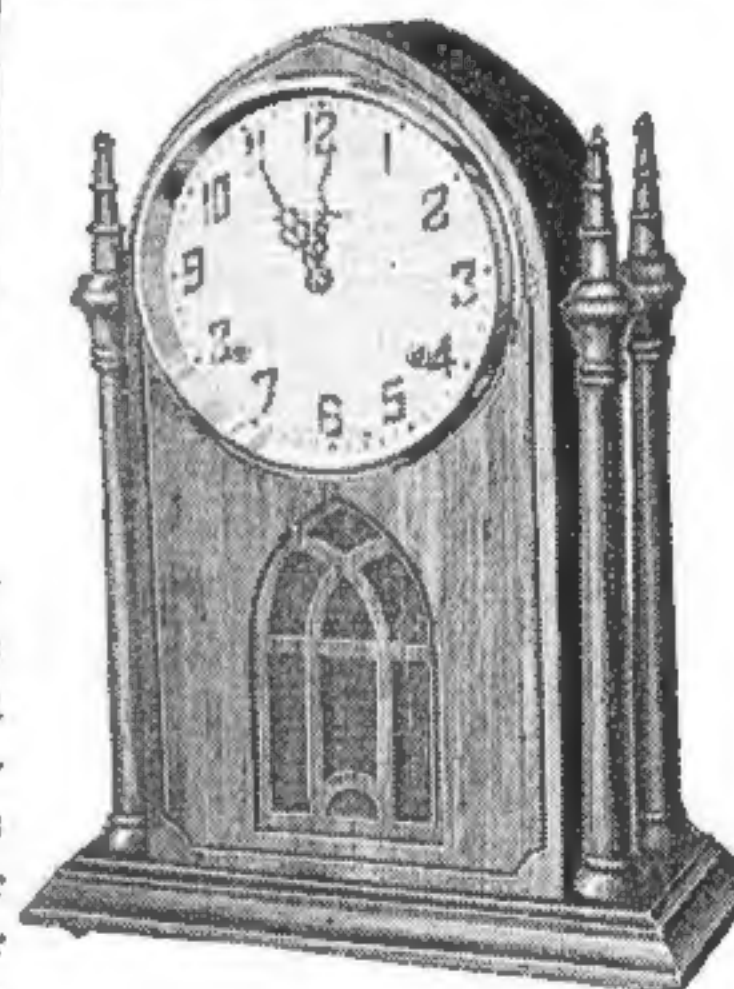
HERE'S an axminster, a perfect copy of a genuine hand-made, hooked rug. Imagine its beauty in its gray, rose, green and tan design on a black background. An excellent-quality, serviceable axminster. Size 27 x 45 in. Mfg. wt.  $3\frac{1}{2}$  lbs.

6587 \$9 Purchase With or Coupons

### Cathedral Mantel Clock

NOT only is this beautiful clock cathedral in design, but it has a musical hour and half-hour strike on its cathedral gong. Genuine mahogany veneered case. 7 in. satin finished non-glare metal dial. Gilt numerals. Ingraham 8-day movement.  $15\frac{1}{2}$  in. high,  $11\frac{1}{2}$  in. wide.

2815 \$20 Purchase With or Coupons





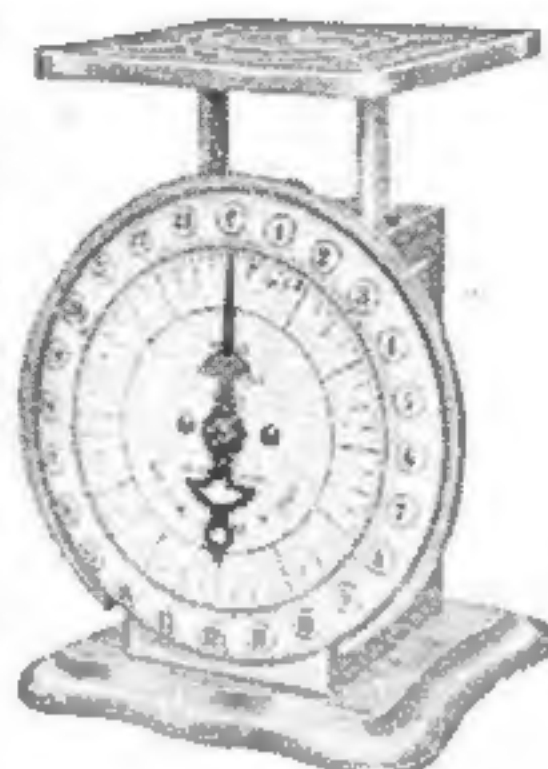
# New Products And only "\$2 with Premium"



REMEMBER when you pay \$2 for any of the Products shown in this advertisement you also get besides the article purchased, \$2 in Larkin Coupons. Here are some highly recommended household helps that you will find on page 68 of your new Larkin Catalog. Several others will be found especially mentioned in the chats on pages 14 and 15 of this issue of The Larkin Idea.

## Household Scale No. 1

A good household scale is a mighty useful article to have around the home. There are so many occasions when you will find it useful. And Larkin Co proves to you with this offer that you don't need to invest a lot of money to actually have the satisfaction of possessing a down-right serviceable scale. Here is one that will weigh accurately anything from 1 oz. to 24 lbs. White dial—black figures. The scale itself is neatly enameled in gray. Mfg. wt. 3¼ lbs.



\$2 <sup>with</sup> PREMIUM

## Sanette Kitchen Can No. 1

This can, pictured above, has an automatic cover. Just press the foot pedal and cover opens. When foot is removed the cover closes automatically, sealing the refuse in an odorless, fly-proof inner pail. Big inner can is rust-proof, galvanized iron. Capacity 2½ gallons. Outer can beautifully finished in green enamel. 13¼ in. high. Mfg. wgt. 5¼ lbs.

\$2 <sup>with</sup> PREMIUM



## Juice Extractor No. 8

Extract juices in a jiffy with this new Larkin Product! Whether it is lemons, oranges, grapefruit or any other fruit, you can get the full amount of the juice quickly and easily. Reamer has those high ridges which will do it. Bowl is of steel, heavily retinned; rust-proof. Even citrous fruit juices will not discolor it. Mfg. wt. 3½ lbs.

\$2 <sup>with</sup> PREMIUM

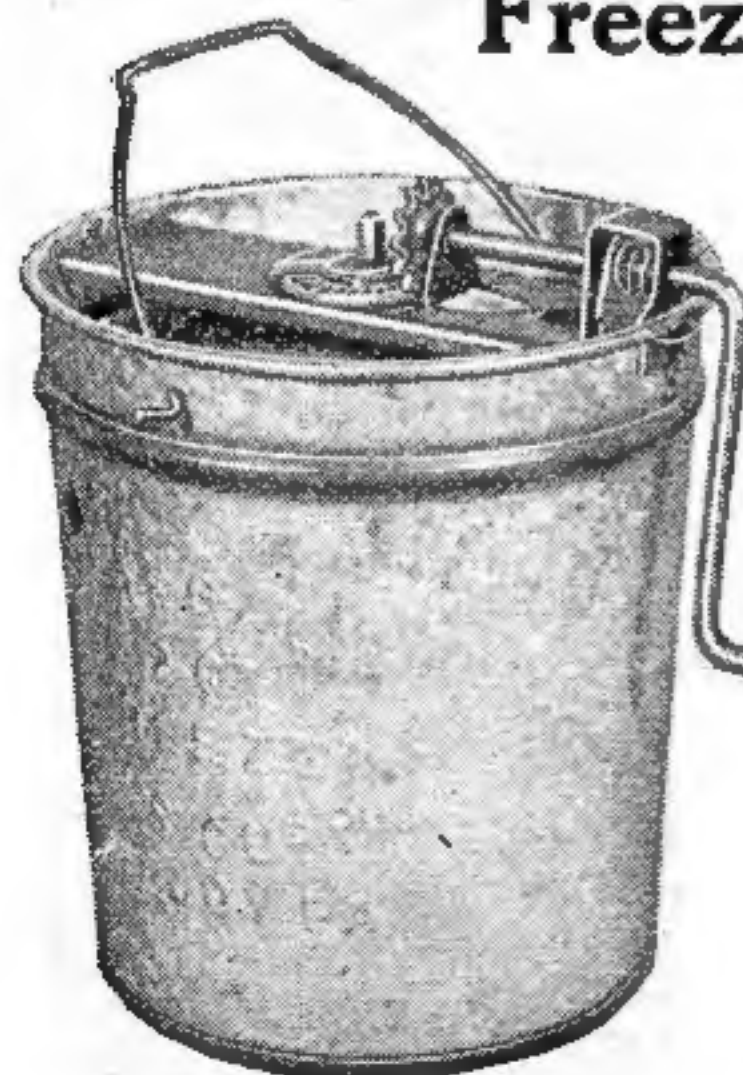
## Electric Corn Popper No. 10



Think of it! An electric corn popper for such a low price! It makes delicious, perfectly popped corn. Popper is of pistol blue steel, 8 in. in diameter, 6½ in. high over all. 660 watts. Nichrome heating element. No cord and plug included. For 110-120 volt. Mfg. wt. 3¾ lbs.

\$2 <sup>with</sup> PREMIUM

## Two-Quart Ice Cream Freezer No. 4



Inner container and dasher of re-tinned, rust-proof steel. Outside container strong galvanized iron. Unusually durable. Special spring catch on gear frame at top so all parts may be quickly removed. Full 2-qt. size. Mfg. wt. 4½ lbs.

\$2 <sup>with</sup> PREMIUM

## "Happy Days are Here Again"

(Continued from page 4)

article on pages 8 and 9. Coats feature the fabric fur so popular. More of the short coats for sport, both in leather and fabric, are shown.

There are more gay pajamas, of course, that are so smart, some with the wide bottoms. Fancy, mesh-weave, good wearing Rayon hosiery that looks like the popular silk mesh is offered for only 80c with premium. Imagine that! Sports handkerchiefs, 12 in. square, are one of the newest vogues. We have them! Featured are handy things for the kitchen, yours with Premium for only \$2. Some of these are pictured on this page.

### Some Shown In Colors

New things there are by the scores that make wonderful gifts. These are often featured in color to add to their interest. Such pretty Christmas Cards were never so low-priced before. The Horoscope rings, found in the Product section, are sure to be popular. A whole page in color is devoted to the display of the newest toilet sets in all their beauty. Don't miss them! Lamps were never lovelier, never smarter—and such values!

### Then the Last-Minute Page

Slashes have been made in silverware, furniture, mattresses and many items of kitchen ware, to mention the important lines. And, of course, toys and dolls come in for big display with a host of delights to make little hearts jump with joy. New curtains, new luggage, new occasional furniture, new steel beds, new living-room, dining room and bedroom suites, new pictures and mottoes are featured. And, of course, the last minute page holds big interest, as usual.

"Saving!" that is the keynote of the whole Catalog. Old favorites and lovely new offers at new low prices! Now as not in years is the Larkin Plan truly a money-saving plan, as is amply proven in Catalog 106. To every Larkin Secretary this means the greatest opportunity in years. Tell your Club Members and friends the good news and increased Rewards will be yours.



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